Community Profile of WIA XVII
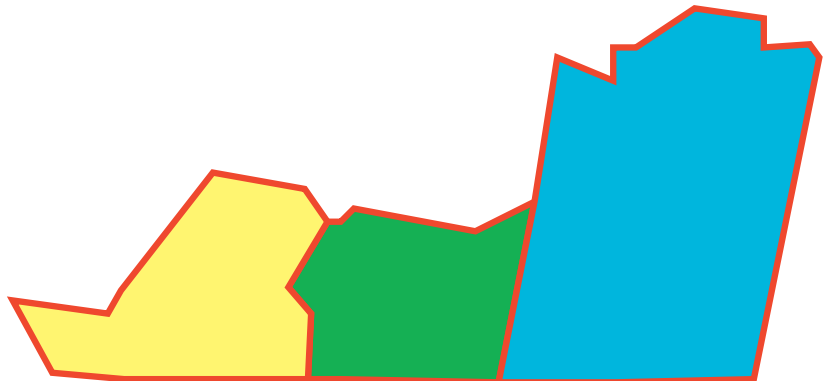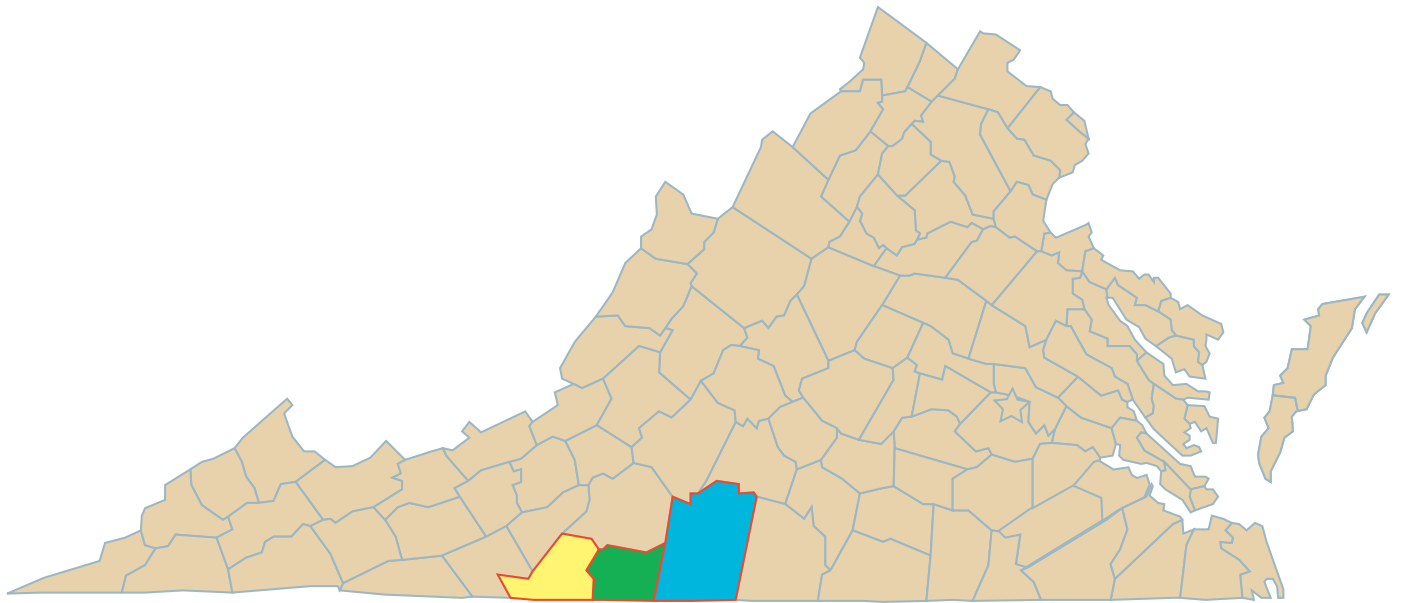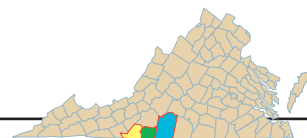
Henry County • Patrick County • Pittsylvania County • City of Danville •
City of Martinsville

Contents

WIA XVII

Executive Summary

This report provides a demographic, economic, and educational profile of Workforce Investment Area XVII (WIA XVII), West Piedmont. The purpose of these profiles is to assist on-going strategic planning efforts by providing a solid, data-driven, foundation for strategic decision-making. The primary findings from this report are:

- Between 2000 and 2010, WIA XVII will experience relatively flat population growth, coupled with a major increase in the proportion of its population that is 55 and over. The net result of these trends will be a significant "graying" of the overall population.

- One implication of this trend is that younger entry-level workers will be in short supply.

- WIA XVII is experiencing, and will likely continue to experience, a shift away from employment in Manufacturing and toward employment in Services and Retail Trade.

- One implication of this shift is that the Service sector – specifically, health care and education – is expected to account for much of the demand for trained workers between 1998 and 2008.

- Another implication is likely downward pressure on wages. Whereas Manufacturing comprised the 8th highest wage sector in the local economy, Retail Trade ranks 19th, Education 14th, and Health 10th.
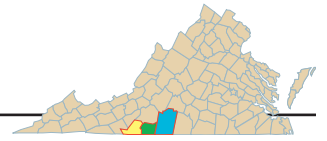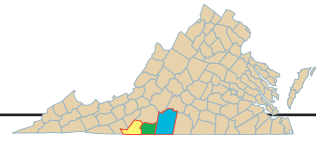
I. Introduction

This report provides a community profile of Workforce Investment Area XVII (WIA XVII). It was produced by the Virginia Employment Commission, with assistance from the Virginia Community College System and the Virginia Economic Development Partnership, at the request of the Special Advisor to the Governor for Workforce Development. It is intended to assist on-going strategic planning efforts within the Workforce Investment Boards by providing a solid, data-driven, foundation for strategic decision-making.

The report is divided into four major sections. The first contains a profile of regional demographic characteristics and trends, the second supplies similar information for the regional economy, and the third provides a profile of regional education characteristics and projected demands for training and skills. These are followed by a summary and conclusion section.

II. Demographic Profile

Population demographics are the single most important factor affecting WIA XVII's future labor force. Some key features of the area's population are as follows:

- Tends to be older. Where statewide individuals who are 55 and older comprise 20 percent of the population, in WIA XVII they comprise 28 percent of the population.

- Slightly larger proportion of minorities. Where statewide minorities comprise 28 percent of the overall population, in WIA XVII they comprise 30 percent of the population.

- Projected to decrease by 4,909 persons (or -2.4 percent) between 2000 and 2010. The largest decrease is expected in Henry County (-3,530), followed by the cities of Danville (-3,111) and Martinsville (-516). Patrick and Pittsylvania counties are projected to gain population (593 and 1,655 respectively).

- Smaller proportion of individuals who "speak English less than well". Where statewide the proportion of individuals five and older who speak English less than well is 2.2 percent, in WIA XVII it is 1.2 percent.

- The city of Danville draws the largest number of in-commuters (15,375) of any locality within WIA XVII, followed by the cities of Henry County (7,275) and the city of Martinsville (6,922). It is worthwhile to note that 2,048 of Danville's, and 648 of Henry County's, in-commuters come from North Carolina. On the whole WIA XVII is a net exporter of workers, with 9,011 individuals commuting into the area for work, while 14,137 of the area's residents commute to localities outside of WIA XVII for work.
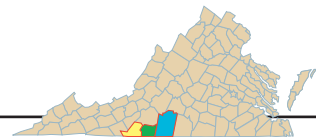
WIA XVII

Population by Age Cohort

WIA XVII

55+
28%

45-54
14%

0-14
19%

35-44
16%

15-24
11%

25-34
12%

Virginia

55+
20%

45-54
14%

0-14
20%

35-44
17%

15-24
14%

25-34
15%

United States

55+
21%

45-54
13%

0-14
22%
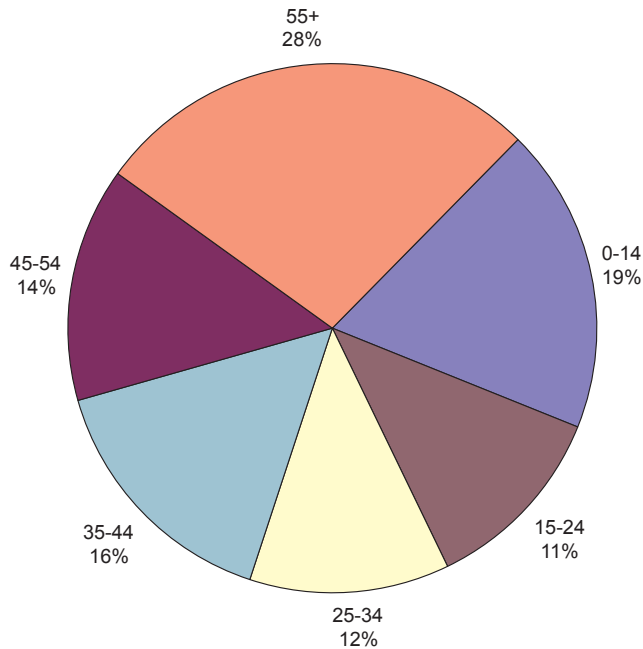
35-44
16%
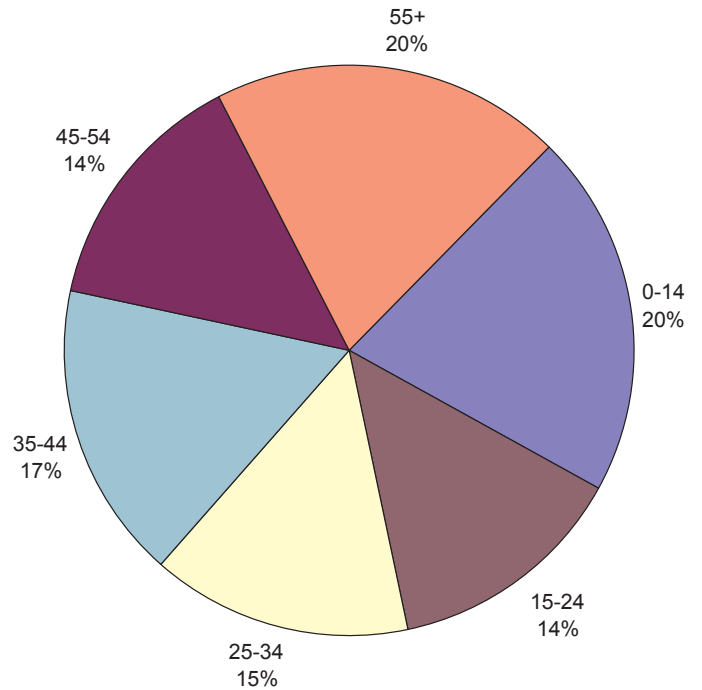
15-24
14%

25-34
14%

WIA XVII	
0-14	37,914
15-24	23,328
25-34	24,972
35-44	31,497
45-54	29,219
55+	55,979
Total	**202,909**

Virginia	
0-14	1,453,452
15-24	963,469
25-34	1,036,911
35-44	1,200,950
45-54	999,548
55+	1,424,169
Total	**7,078,494**
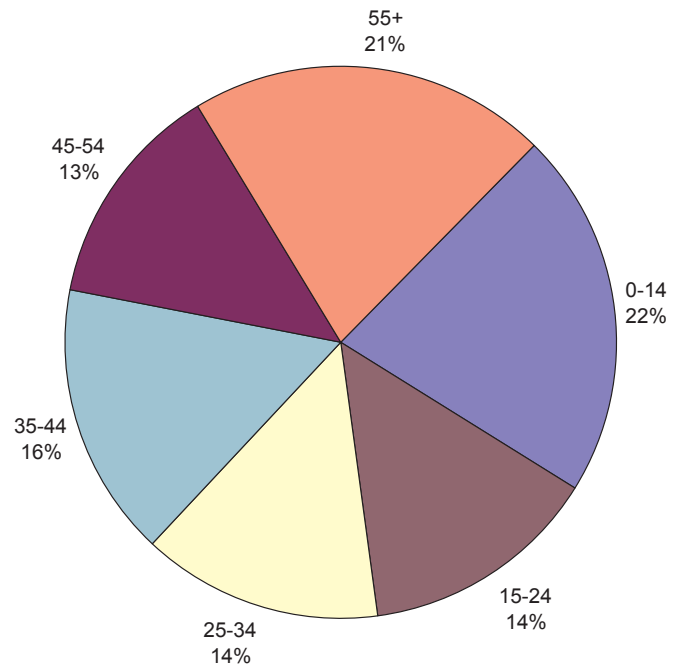
United States	
0-14	60,253,375
15-24	39,183,890
25-34	39,891,724
35-44	45,148,527
45-54	37,677,952
55+	59,266,437
Total	**281,421,906**

Subparts may not add to total due to rounding.
Source: 2000 Census.

Population by Race/Ethnicity

WIA XVII		
Total Population	202,909	100.0%
Race		
White	141,846	69.9%
Black or African American	56,847	28.0%
American Indian and Alaska Native	319	0.2%
Asian	748	0.4%
Native Hawaiian and Other Pacific Islander	43	---
Other and Multi-Race	3,106	1.5%
Ethnicity		
Hispanic or Latino (of any race)	4,094	2.0%

Virginia		
Total Population	7,078,515	100.0%
Race		
White	5,120,110	72.3%
Black or African American	1,390,293	19.6%
American Indian and Alaska Native	21,172	0.3%
Asian	261,025	3.7%
Native Hawaiian and Other Pacific Islander	3,946	0.1%
Other and Multi-Race	281,969	4.0%
Ethnicity		
Hispanic or Latino (of any race)	329,540	4.7%

United States		
Total population	281,421,906	100.0%
Race		
One race	274,595,678	97.6%
White	211,460,626	75.1%
Black or African American	34,658,190	12.3%
American Indian and Alaska Native	2,475,956	0.9%
Asian	10,242,998	3.6%
Native Hawaiian and Other Pacific Islander	398,835	0.1%
Other and Multi-Race	22,185,301	7.9%
Ethnicity		
Hispanic or Latino (of any race)	35,305,818	12.5%

Source: 2000 Census.

Population Change

	1990	2000	2010	2020	2030
Henry County	56,942	57,930	54,400	52,400	52,400
Patrick County	17,473	19,407	20,000	20,600	21,200
Pittsylvania County	55,655	61,745	63,400	65,200	66,900
Danville city	53,056	48,411	45,300	45,300	45,600
Martinsville city	16,162	15,416	14,900	14,600	14,600
Total	**199,288**	**202,909**	**198,000**	**198,100**	**200,700**
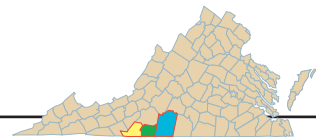
Data for 2010 - 2030 are projections. Subparts may not add to total due to rounding.
Source: Virginia Employment Commission, 08/03, U.S. Census Bureau.

Population Projections by Age Cohort

Legend: ■ 2010 ■ 2020 □ 2030
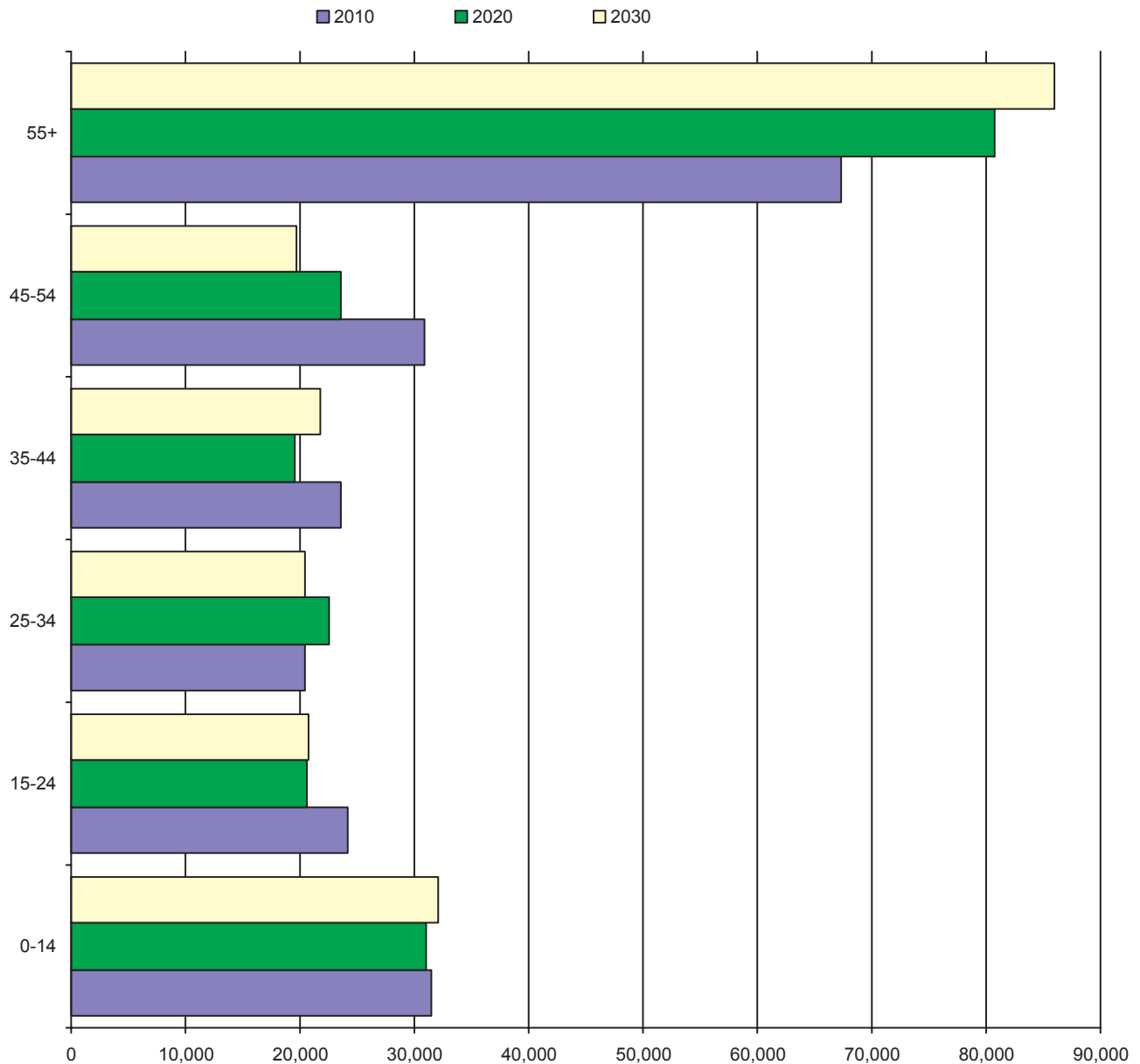
	2010	2020	2030
0-14	31,429	31,079	32,146
15-24	24,234	20,641	20,680
25-34	20,490	22,512	20,383
35-44	23,527	19,482	21,846
45-54	30,967	23,568	19,726
55+	67,353	80,818	85,919
Total	**198,000**	**198,100**	**200,700**

Subparts may not add to total due to rounding.
Source: Virginia Employment Commission.
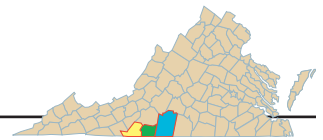
English Language Skills

(Age 5 and over)

WIA XVII		
	Total	Speak English less than well
Henry County	54,861	1,117
Patrick County	18,277	178
Pittsylvania County	58,236	399
Danville city	45,553	314
Martinsville city	14,528	230
WIA XVII	**191,455**	**2,238**
Virginia	**6,619,266**	**143,865**
Percent of Individuals who speak English less than well		
Virginia	2.17%	
WIA XVII	1.17%	

Source: U.S. Census Bureau.

Commuting Patterns[1]

In-Commute (To)

Out-Commute (From)	Henry	Patrick	Pittsylvania	Danville	Martinsville	Total From County/City To WIA XVII	Other VA Localities	North Carolina	Other Out of State	Total From County/City:	Total In State	Total Out of State
Henry		230	182	350	5,369	6,131	992	2,115		**9,238**	7,123	2,115
Patrick	1,494			22	272	1,788	424	1,693	32	**3,937**	2,212	1,725
Pittsylvania	829	25		11,669	399	12,922	4,668	1,491		**19,081**	17,590	1,491
Danville	135		2,191		131	2,457	573	1,577	27	**4,634**	3,030	1,604
Martinsville	2,633	26	49	127		2,835	213	332		**3,380**	3,048	332

	Henry	Patrick	Pittsylvania	Danville	Martinsville
Total To County/City From WIA XVII	5,091	281	2,422	12,168	6,171
Other VA Localitites	1,538	656	1,201	1,159	573
North Carolina	646	398	593	2,048	178
Other Out of State			21		
Total to County/ City:	**7,275**	**1,335**	**4,237**	**15,375**	**6,922**
Total In State	6,629	937	3,623	13,327	6,744
Total Out of State	646	398	614	2,048	178

Total WIA Commuting[2]	
Total Commuting To WIA:	9,011
Total Commuting From WIA:	14,137

Source: "In-Commuting Patterns" and "Out-Commuting Patterns," 2000 Census data, Virginia Employment Commission, http://www.vec.state.va.us/vecportal/lbrmkt/lmi_menu.cfm
1. Empty cells within the table indicate that the area's commuting represents less than .2% of total commuting or may be zero.
2. Total Commuting to/from WIA= Other VA Localities + Out of State

Example of how to use the Commuting Patterns table:
   "How many of Pittsylvania's residents commute to Patrick County?" On the horizontal or To axis, locate the column labeled Patrick. On the vertical or From axis, locatethe row labeled Pittsylvania. The intersection of the row and column, 25, is the number of Pittsylvania's resident that commute to Patrick County.

III. Economic Profile

Where population demographics provide information on underlying trends within the labor force, economic data provides more detailed information on the likely demand for specific types of workers. Some key features of WIA XVII's economy are as follows:

- Unemployment rates are consistently above the state-wide average, and that gap has widened in recent years. In 2002, WIA XVII's unemployment rate was 10.6 percent, 6.5 percent above the statewide average of 4.1 percent.

- Employment is concentrated in Manufacturing (32.4 percent), Government (14.2 percent), Retail Trade (13.9 percent), and Health Care (10.4 percent).
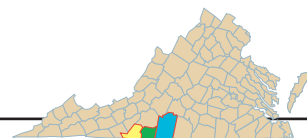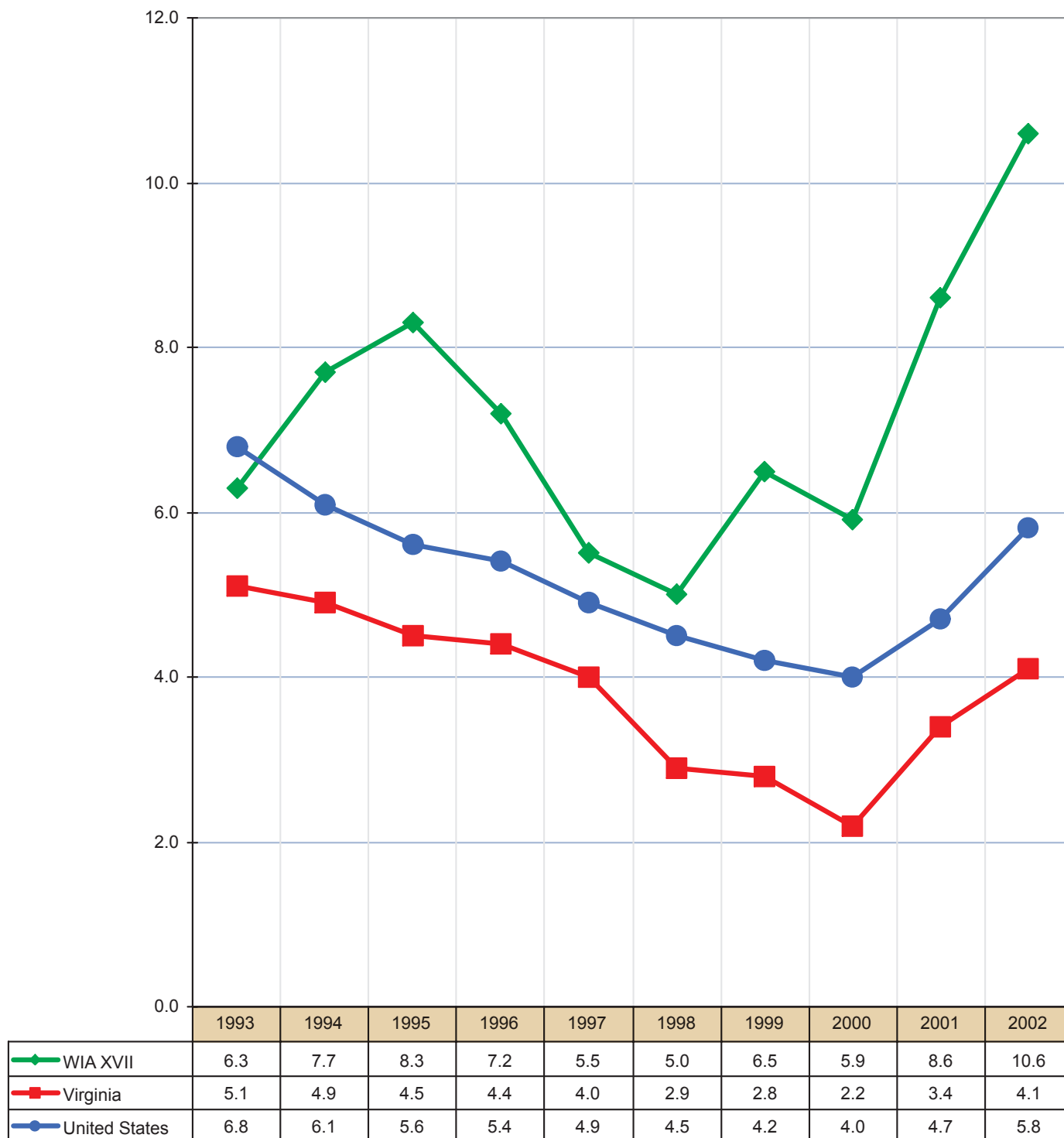
- Most recent new hires have been in Retail Trade (36.1 percent), Services (32.2 percent), and Manufacturing (18.4 percent).

- Overall personnel turnover is slightly above the statewide average (13.9 percent vs. 13.2 percent). Personnel turnover tends to be highest in Services (18.9 percent), followed by Retail Trade (15.5 percent), Construction (14.9 percent), manufacturing (11.8 percent), and Wholesale Trade (10.7 percent).

- Weekly wages were highest in Utilities ($949), followed by Federal Government ($772), Professional/Technical ($759), Management ($758), and Wholesale Trade ($605).

- Industries with the largest proportion of workers at or near retirement age (55 and above) are Transportation (19.7 percent), Wholesale Trade (19.1 percent), Manufacturing (18.9 percent), and Finance, Insurance, and Real Estate (18.4 percent).

- Employment projections indicate that between 1998 and 2008, most employment growth will occur in Services (2,945 additional jobs) and Retail Trade (1,026 additional jobs). In contrast, Manufacturing and is projected to loose –2,401 jobs.

- Employment projections also indicate that between 1998 and 2008, the biggest growth in occupational employment will be in Cashiers (870 openings), Sales Persons (760 openings), Registered Nurses (290), and Secondary School Teachers (290 openings). Alternatively, the biggest declines in occupational employment will be in Textile Machine Operators, Sewing Machine Operators, Production Inspectors, and Textile Machine Setters.

- Based on January 2004 Unemployment data, the largest pools of available workers are in Production, Transportation and Material Moving, Construction and Extraction, and Office and Administrative Support occupations.

WIA XVII

Unemployment Rate Trends

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
WIA XVII	6.3	7.7	8.3	7.2	5.5	5.0	6.5	5.9	8.6	10.6
Virginia	5.1	4.9	4.5	4.4	4.0	2.9	2.8	2.2	3.4	4.1
United States	6.8	6.1	5.6	5.4	4.9	4.5	4.2	4.0	4.7	5.8

Source: Local Area Unemployment Statistics.

Employers by Size of Establishment

Number of Employees	WIA XVII	Virginia
0 - 4	2,262	107,195
5 - 9	935	35,763
10 - 19	597	25,141
20 - 49	375	18,074
50 - 99	133	6,136
100 - 249	73	3,388
250 - 499	20	1,029
500 - 999	16	409
1000 +	7	229
TOTAL	**4,418**	**197,364**

Employment by Size of Establishment

Number of Employees	WIA XVII	Virginia
0 - 4	4,409	188,377
5 - 9	6,228	238,634
10 - 19	7,802	340,363
20 - 49	11,647	553,221
50 - 99	9,095	422,392
100 - 249	11,170	503,348
250 - 499	6,163	352,727
500 - 999	9,875	274,493
1000 +	11,090	543,583
TOTAL	**77,480**	**3,417,138**

Source: Covered Employment and Wages, 3rd Quarter 2003.

WIA XVII

Employment by Industry

Industry	Employment
AGRICULTURE	447
MINING	
UTILITIES	227
CONSTRUCTION	3,538
MANUFACTURING	25,132
TRADE-WHOLESALE	1,470
TRADE-RETAIL	10,789
TRANSPORTATION	2,341
INFORMATION	953
FINANCE/INSURNC	1,692
REAL ESTATE	632
PROF/TECH SERV	1,338
MANAGMNT OF COS	429
ADMIN/WASTE SER	3,171
EDUCATIONAL SER	1,012
HEALTH CARE	8,086
ARTS/ENTER/REC	643
ACCOMMDATN/FOOD	4,983
OTHER SERVICES	1,945
GOVT TOTAL	11,015
GOVT FEDERAL	475
GOVT STATE	1,822
GOVT LOCAL	8,717
UNCLASSIFIED	5
Total:	**79,906**

Source: Covered Employment and Wages, annualized 2002.

New Hires by Industry

WIA XVII

Industry	New Hires
Services	4,020
Finance, Insurance, Real Estate	223
Retail Trade	4,509
Wholesale Trade	307
Transportation, Communications, Utilities	215
Manufacturing	2,301
Construction	798
Mining	6
Agriculture, Forestry, Fishing	102

Total: 12,484

Virginia

Industry	New Hires
Services	213,173
Finance, Insurance, Real Estate	22,087
Retail Trade	174,940
Wholesale Trade	16,669
Transportation, Communications, Utilities	20,687
Manufacturing	31,284
Construction	50,898
Mining	778
Agriculture, Forestry, Fishing	10,795

Total: 541,323

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2002 annual averages.

WIA XVII

Turnover by Industry

Legend: ☐ WIA XVII ☐ Virginia

Industry	WIA XVII	Virginia
All Divisions	13.9%	13.2%
Services	18.9%	13.7%
Finance, Insurance, Real Estate	7.5%	9.4%
Retail Trade	15.5%	16.0%
Wholesale Trade	10.7%	10.2%
Transportation, Communications, Utilities	9.8%	12.6%
Manufacturing	11.8%	10.3%
Construction	14.9%	14.9%
Mining	11.6%	9.2%
Agriculture, Forestry, Fishing	9.8%	15.1%

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2002 annual averages.
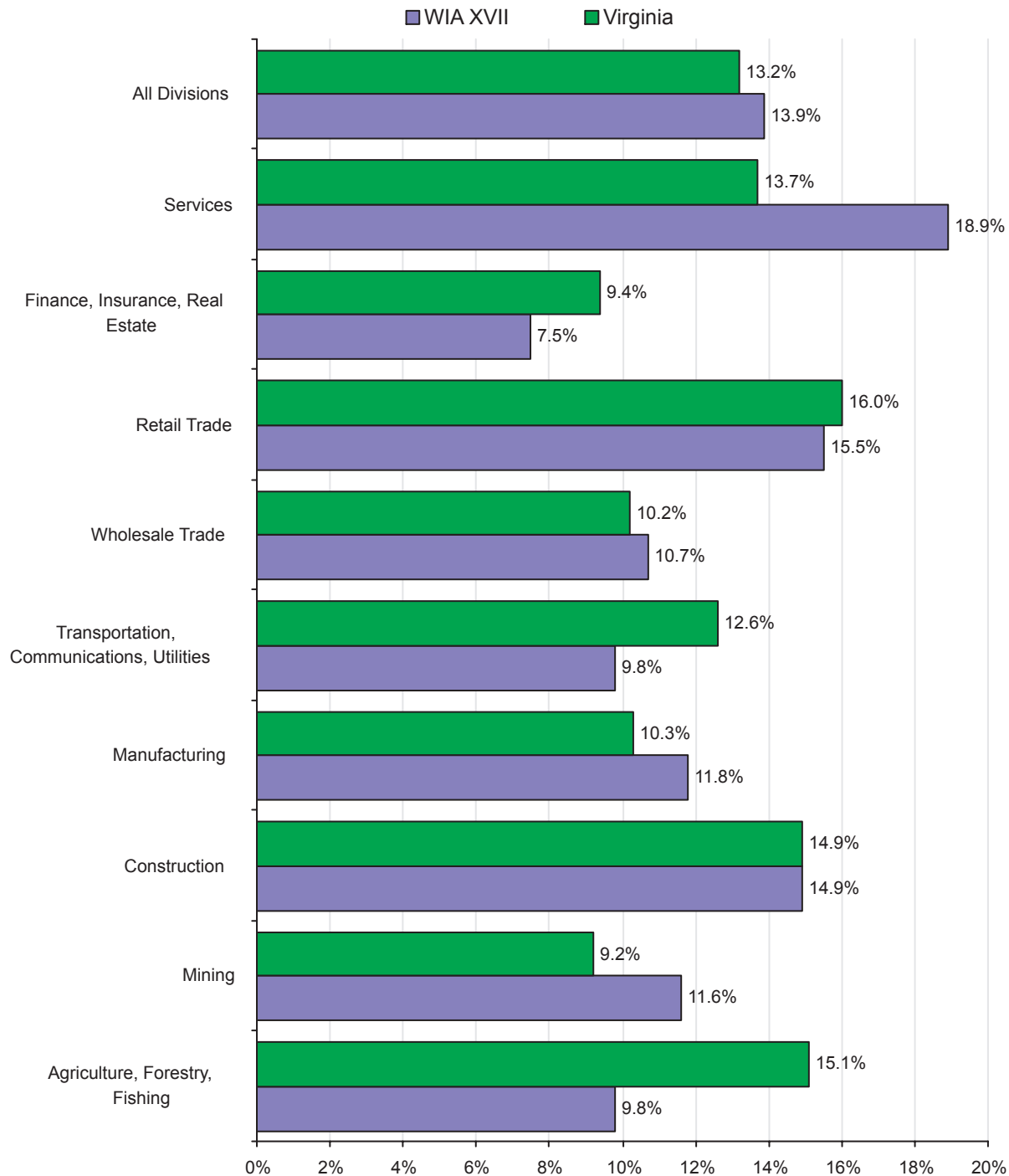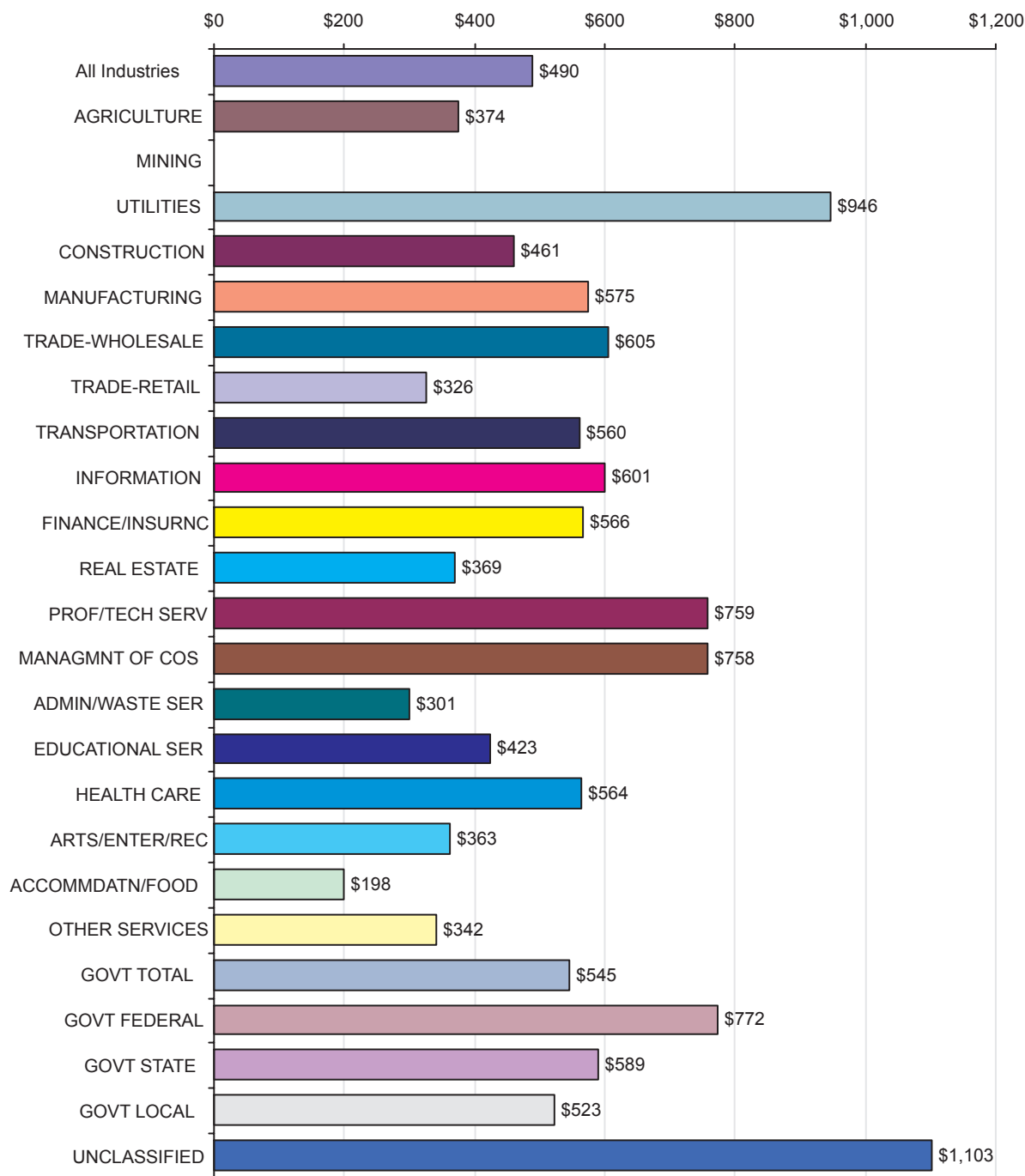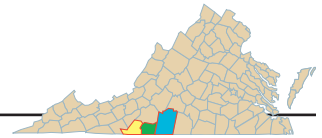
Average Weekly Wage by Industry

Industry	Average Weekly Wage
All Industries	$490
AGRICULTURE	$374
MINING	
UTILITIES	$946
CONSTRUCTION	$461
MANUFACTURING	$575
TRADE-WHOLESALE	$605
TRADE-RETAIL	$326
TRANSPORTATION	$560
INFORMATION	$601
FINANCE/INSURNC	$566
REAL ESTATE	$369
PROF/TECH SERV	$759
MANAGMNT OF COS	$758
ADMIN/WASTE SER	$301
EDUCATIONAL SER	$423
HEALTH CARE	$564
ARTS/ENTER/REC	$363
ACCOMMDATN/FOOD	$198
OTHER SERVICES	$342
GOVT TOTAL	$545
GOVT FEDERAL	$772
GOVT STATE	$589
GOVT LOCAL	$523
UNCLASSIFIED	$1,103

Source: Covered Employment and Wages, annualized 2002.

WIA XVII

Age of Workers by Industry

	WIA XVII		Virginia						
	14 - 18	**19 - 21**	**22 - 24**	**25 - 34**	**35 - 44**	**45 - 54**	**55 - 64**	**65 - 99**	**14 - 99**
Total Employment	2,550	3,937	3,776	13,902	18,236	16,692	9,348	2,835	71,275
	106,356	162,652	180,601	659,050	739,013	576,728	282,064	81,995	2,788,457
Agriculture, Forestry, and Fishing	40	50	40	140	149	113	45	32	607
	2,219	3,048	3,158	9,842	9,481	6,372	2,705	1,600	38,424
Mining	0	0	2	18	26	17	10	0	77
	22	221	366	1,702	2,803	3,498	1,129	136	9,876
Construction	55	147	187	738	959	754	420	160	3,418
	3,907	10,799	13,521	50,770	61,204	41,178	18,359	6,009	205,745
Manufacturing	165	678	1,068	5,349	8,141	8,163	4,663	837	29,064
	2,142	9,334	14,693	72,949	106,504	94,364	46,938	7,579	354,504
Transportation, Communications, and Utilities	18	49	77	382	576	550	314	92	2,056
	1,059	4,542	8,097	42,450	52,051	40,960	16,851	3,199	169,208
Wholesale Trade	33	85	78	449	578	471	283	116	2,093
	1,691	4,449	6,486	33,407	43,317	32,948	15,708	4,557	142,564
Retail Trade	1,771	1,920	1,275	3,050	3,118	2,378	1,278	645	15,435
	67,335	76,880	57,338	136,252	130,099	94,331	48,135	20,155	630,522
Finance, Insurance, and Real Estate	15	72	125	499	582	611	311	119	2,332
	1,775	7,281	13,158	53,760	56,683	42,503	20,070	5,079	200,308
Services	452	937	925	3,277	4,107	3,637	2,025	835	16,193
	26,206	46,097	63,782	257,918	276,866	220,571	112,170	33,682	1,037,291

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2002 annual averages.

Total Employment by Industry

	Employment			Percent Change	
	Esti-mated 1998	Pro-jected 2008	Change	Total	Annual
Total All Industries	46,502	48,735	2,233	4.80%	0.47%
Agriculture, Forestry and Fishing, Total	-	-	-	-	-
Mining, Total	-	-	-	-	-
Construction, Total	2,388	2,605	217	9.09%	0.87%
Manufacturing, Total	14,763	12,362	-2,401	-16.26%	-1.76%
Durable Goods Manufacturing, Total	2,818	2,704	-114	-4.05%	-4.10%
Nondurable Goods Manufacturing, Total	11,945	9,658	-2,287	-19.15%	-2.10%
Transportation and Public Utilities, Total	1,221	1,343	122	9.99%	0.96%
Transportation, Total	818	892	74	9.05%	0.87%
Communications and Utilities, Total	403	451	48	11.91%	1.13%
Wholesale and Retail Trade, Total	9,693	10,816	1,123	11.59%	1.10%
Wholesale Trade, Total	1,362	1,459	97	7.12%	0.69%
Retail Trade, Total	8,331	9,357	1,026	12.32%	1.17%
Finance, Insurance, and Real Estate, Total	1,432	1,618	186	12.99%	1.23%
Services, Total	12,153	15,098	2,945	24.23%	2.19%
Federal Government (Except Post Office)	65	59	-6	-9.23%	-0.96%
State Government (Except Education and Hospitality)	561	621	60	10.70%	1.02%
Local Government (Except Education and Hospitality)	1,836	2,063	227	12.36%	1.17%

Employment by Major Occupation Group

	Employment			Openings		
	Estimated 1998	Projected 2008	% Change	Replacements	Growth	Total
Total, All Occupations	46,446	48,691	4.83%	10,670	2,245	12,940
Executive, Administrative and Managerial Occupations	2,485	2,666	7.28%	450	181	640
Professional Specialty Occupations	6,923	8,307	19.99%	1,230	1,384	2,600
Marketing and Sales Occupations	5,030	5,676	12.84%	1,580	646	2,220
Administrative Support Occupations, Clerical	5,579	6,035	8.17%	1,140	456	1,620
Service Occupations	6,062	7,117	17.40%	1,890	1,055	2,950
Agriculture, Forestry, and Fishing Occupations	2,254	2,078	-7.81%	620	-176	620
Precision Production, Craft and Repair Occupations	5,387	5,358	-0.54%	1,140	-29	1,140
Operators, Fabricators, and Laborers	12,726	11,454	-10.00%	2,620	-1,272	2,620

Source: Industry and Occupational Projections, 1998 — 2008.

WIA XVII

Growth Occupations

	Employment			Openings			Wages
	Estimated 1998	**Projected 2008**	**% Change**	**Replacements**	**Growth**	**Total**	**Median Annual Wage**
Home Health Aides	200	310	55.00%	30	110	140	$15,222
Nursing Aides and Orderlies	520	673	29.42%	70	153	220	$17,654
Registered Nurses	410	878	23.66%	120	168	290	$47,610*
Teachers, Secondary School	529	650	22.87%	170	121	290	$37,503
Cashiers	1,440	1,684	16.94%	630	244	870	$14,148
Sales Persons, Retail	1,587	1,808	13.93%	540	221	760	$16,588

Declining Occupations

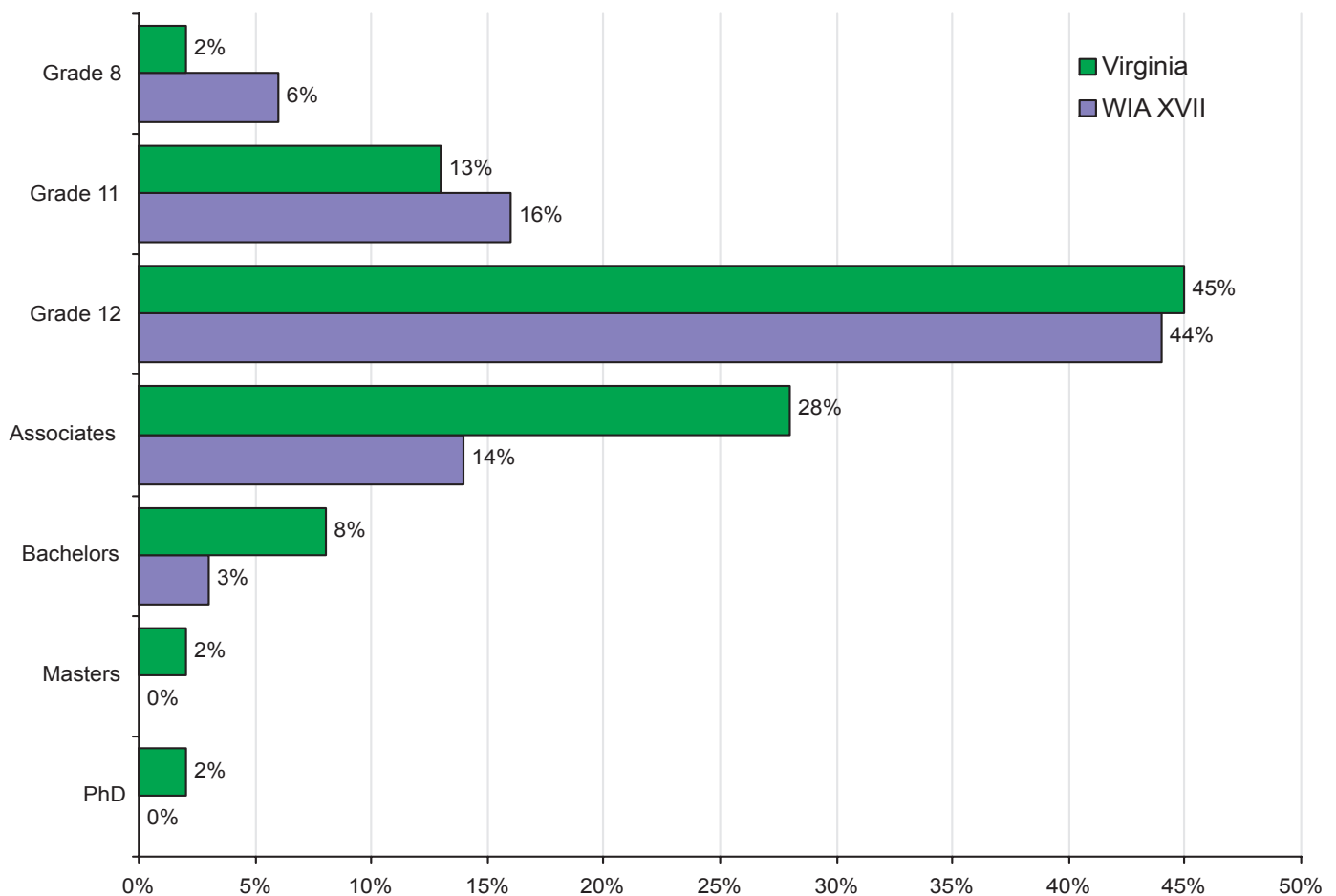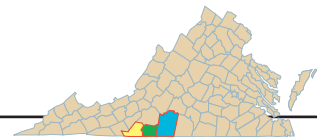|	Employment			Openings		
	Estimated 1998	**Projected 2008**	**% Change**	**Replacements**	**Growth**	**Total**
Sewing Machine Oprs, Garment	618	400	-35.28%	80	-218	80
Textile Machine Oprs/Tndrs	1,937	1,324	-31.65%	320	-613	320
Textile Draw-Out Machine Oprs/Tndrs	149	103	-30.87%	20	-46	20
Production Inspectors, Graders	663	476	-28.21%	150	-187	150
Textile Machine Setters/Oprs	354	269	-24.01%	60	-85	60
Crushing/Grinding/Mixg machine/Oprs/Tndrs	112	86	-23.21%	30	-26	30
Sewing Machine Oprs, Non-Garment	246	203	-17.48%	30	-43	30
Extrud/Form/Press Machine Oprs/Tndrs	197	163	-17.26%	50	-34	50
Textile Bleach & Dye Machine Oprs/Tndrs	334	278	-16.77%	60	-56	60
First Line Supervisors: Productn/Operatg	501	427	-14.77%	140	-74	140

Characteristics of the Unemployed

Marketing the local labor force to new or expanding companies requires information about potential employees that would be available for immediate hire. Monthly data, collected as unemployed individuals apply for unemployment insurance benefits, provide information on various characteristics of the unemployed claimants. Demographic characteristics are recorded for age, race, sex, and education level. In addition, the industry of last employment and the occupation held in the most recent job is also part of the information collected when applicants register for unemployment insurance benefits.

As seen in the chart below, 44% of the unemployed claimants in West Piedmont have a grade 12 education level, as compared to only 41% of claimants statewide. On the other hand, at the level of Associates degree and higher, West Piedmont has a smaller percentage of claimants relative to the state. While West Piedmont has 2,264 unemployed claimants with at least an Associates degree, some of the other regions of the state have a higher ratio of claimants with post-secondary education.

Unemployed Claimants by Education Level

| Education Level	Virginia	WIA XVII
Grade 8	2%	6%
Grade 11	13%	16%
Grade 12	45%	44%
Associates	28%	14%
Bachelors	8%	3%
Masters	2%	0%
PhD	2%	0%

Characteristics of the Unemployed

Production workers comprise the largest category of unemployed beneficiaries in West Piedmont, accounting for almost 40% of total claimants in February 2004. Transportation and Material Moving and Construction and Extraction workers also account for a significant share of the unemployed claimants, collectively representing over 28% of the total. Employers requiring workers in these occupation categories will find an abundant supply.

Claimants by Occupation

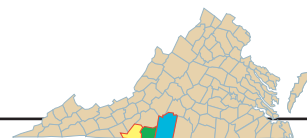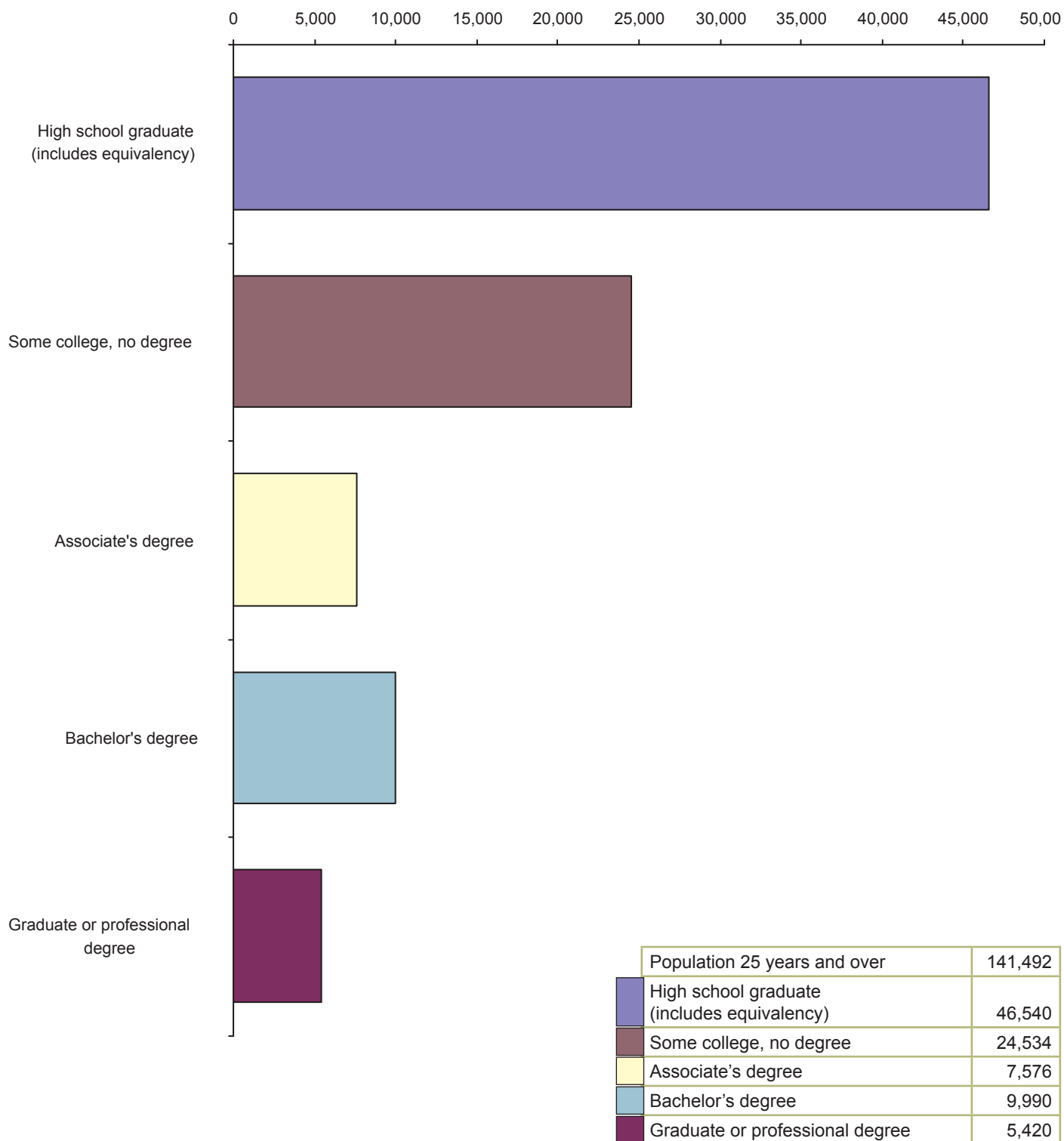| OCCUPATION	Number of Claimants
Management	442
Business and Financial Operations	70
Computer and Mathematical	74
Architecture and Engineering	98
Life, Physical, and Social Science	26
Community and Social Services	16
Legal	7
Education, Training, and Library	48
Arts, Design, Entertainment, Sports, and Media	11
Healthcare Practitioners and Technical	58
Healthcare Support	132
Protective Service	155
Food Preparation and Serving Related	372
Building and Grounds Cleaning and Maintenance	375
Personal Care and Service	80
Sales and Related	449
Office and Administrative Support	927
Farming, Fishing, and Forestry	44
Construction and Extraction	1,051
Installation, Maintenance, and Repair	592
Production	5,078
Transportation and Material Moving	2,557
Military Specific	9
SOC INA	6
TOTAL	**12,677**

Claimants by Age
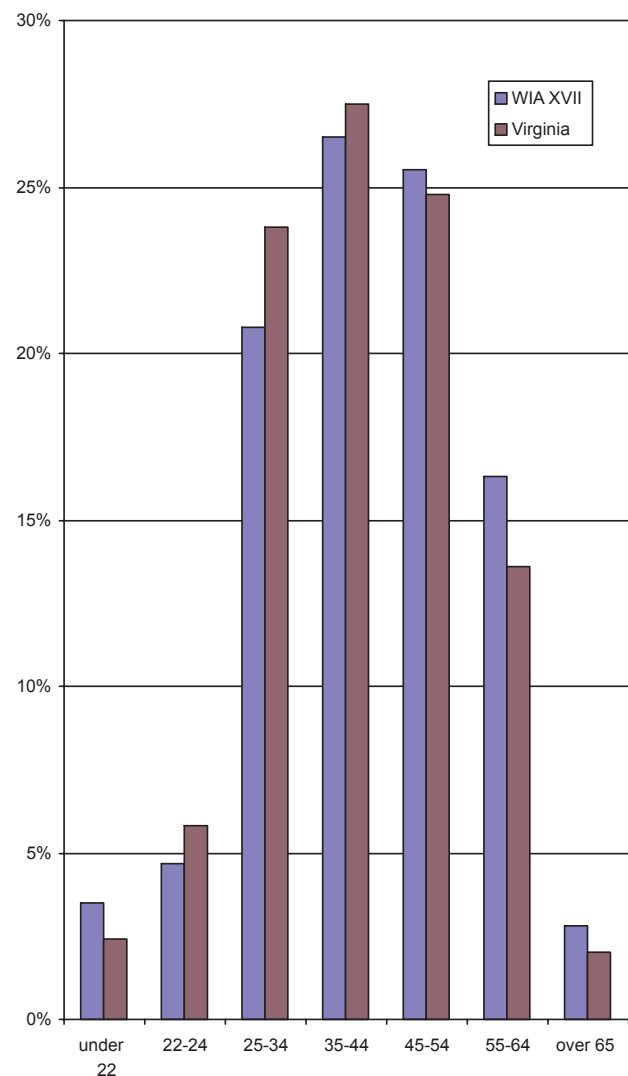
IV. Education Profile

Education data describe the human capital embodied in the current labor force and provide insight into the education and training that will be required to fill the ranks of the future labor force. Some key features of the WIA XVII's education and training environment are as follows:

- Educational attainment at the baccalaureate level and above is low relative to the statewide average.

- An assessment of the occupation-driven demand for local training needs indicates that between 1998 and 2008 the greatest demand for graduates from:

  - *Post-secondary vocational programs* will be in Auto Mechanic/Technician and Licensed Practical Nursing.

  - *Associate's degree programs* will be in Registered Nursing.

  - *Baccalaureate degree program*s will be in General Education.

- An assessment of the occupation-driven demand for worker skills indicates that between 1998 and 2008 there will be a slight increase in required *listening, locating information, observation, reading for information,* and *writing* skills.

WIA XVII

Education Level

Population 25 years and over	141,492
High school graduate (includes equivalency)	46,540
Some college, no degree	24,534
Associate's degree	7,576
Bachelor's degree	9,990
Graduate or professional degree	5,420

Source: 2000 Census.

Occupation-Driven Training Projection

In this section we use Virginia Employment Commission's (VEC's) occupational employment projections for the Danville Metropolitan Statistical Area (MSA),[1] in combination with a crosswalk developed by the National Crosswalk Service Center (NCSC) to "map" occupations into their prerequisite education and training programs.[2] Often these are many-to-many relationships where one occupation maps into several alternative education and training programs, and one program serves as a conduit into multiple occupations. The analysis is then further refined by using a classification scheme developed by the Bureau of Labor Statistics (BLS) to "sort" occupations according to the minimum degree or award typically required for employment in that occupation.[3] Through this combination of steps, we are able to use VEC's occupational employment projections to predict the occupation-driven demand for specific education and training programs within the Danville MSA.[4] The method used to accomplish this task is not new and has been successfully employed in earlier studies conducted in several states, including Virginia.[5]

The table that follows depicts the annual occupation-driven demand for training needs in the Danville MSA for the 1998 to 2008 period, as derived from this analysis. As these data show, the largest numbers of needed graduates are in auto repair (*e.g.*, Auto/Automotive Mechanic / Technician), business (*e.g.*, Business Administration and Management), education (*e.g.*, Elementary Teacher Education, General Education, and Physical Education), and health (*e.g.*, M.D., Registered Nurse, and Licensed Practical Nurse).

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1 The Danville Metropolitan Statistical Area is comprised of Pittsylvannia County and the City of Danville.

2 The National Crosswalk Service Center (NCSC) is funded by the U.S. Department of Labor, Employment and Training Administration. This crosswalk identifies the prerequisite instructional programs necessary for employment in 651 specific occupations.

3 The Bureau of Labor Statistics classifies occupations according to eleven education and training categories. Four of these involve on-the-job training or work experience only and the remaining seven require some level of postsecondary education (i.e., first-professional degree, doctoral degree, master's degree, bachelor's degree, associate's degree, or postsecondary vocational training). For purposes of this study, we restrict the analysis to occupations that fall within these seven education and training categories.

4 More formally, the demand for education and training programs is calculated as:
$DCIPi = \sum Dcipji$
Where,
$Dcipji = (SOCj)(GCIPi/\sum Gcipij)$
and,
$DCIPi$ = the annual demand for instructional program i
$\sum Dcipji$ = the annual demand for instructional program i across all occupation(s) j
$SOCj$ = the projected annual openings for occupation j
$GCIPi$ = Virginia graduates from instructional program i (for academic year 2000-01)
$\sum Gcipij$ = Virginia graduates from all instructional program(s) i (for academic year 2000-01) related to occupation j

5 Similar methods are used in at least seven states (California, Georgia, Idaho, Illinois, New Jersey, Utah, and Virginia) to project anticipated education and training demands. For an excellent exposition of this method see, William J. Drummond and Jan L Youtie, "Occupational Employment, Demand for College Graduates, and Migration: A Statewide View," a report to the Board of Regents, University System of Georgia, 1999. For an example of how this method has been used previously in Virginia see, A. Fletcher Mangum, "System-Wide Needs Assessment for Virginia Education," State Council of Higher Education for Virginia, March 28, 2002, p.90.
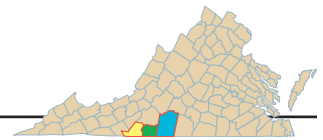
Annual Occupation-Driven Training Needs in the Danville MSA, 1998 - 2008
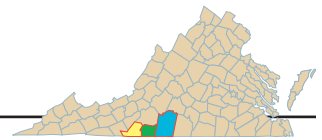
Program	First Professional	Doctoral Degree	Master's Degree	Work Experience plus degree	Bachelor's Degree	Associate's Degree	Postsecondary Vocational Training	Total
Accounting					4			4
Administrative Assistant/Secretarial Science, General							2	2
Agricultural Business and Management, General				1				1
Agricultural Business / Agribusiness Operations				1				1
Animal Sciences, General				1				1
Art Teacher Education					1			1
Auto/Automotive Mechanic / Technician							11	11
Automotive Engineering Tech / Technician							1	1
Bilingual/Bicultural Education					1			1
Business Administration and Management, General				35	3			38
Business Systems Networking and Telecommunications						1		1
Child Care and Guidance Workers and Managers, General					4			4
Child Care Provider/Assistant					2			2
Child Care Services Manager					1			1
City/Urban, Community and Regional Planning			2					2
Civil Engineering, General					2			2
Communication Disorders, General			1					1
Computer and Information Sciences, General					3			3
Computer Engineering					1			1
Computer Programming					1			1
Cosmetologist							3	3
Counselor Education Counseling and Guidance Services			3					3
Dental Hygienist						3		3
Dentistry (DDS, DMD)	2							2

Education Profile

Program	First Professional	Doctoral Degree	Master's Degree	Work Experience plus degree	Bachelor's Degree	Associate's Degree	Postsecondary Vocational Training	Total
Education Administration and Supervision, General				2				2
Education of the Autistic					6			6
Education, General				3	21			24
Electrical, Electronics and Communication Engineering					1			1
Elementary Teacher Education					11			11
Emergency Medical Tech / Technician							2	2
Engineering/Industrial Management				1				1
English Teacher Education					2			2
Farm and Ranch Management				1				1
Finance, General				3	2			5
Financial Planning					1			1
Health and Physical Education, General					1			1
Health Teacher Education					1			1
Human Resources Management				1	3			4
Information Sciences and Systems					2	1		3
Insurance Marketing Operations					2			2
International Business				1				1
Investments and Securities					1			1
Junior High / Intermediate / Middle School Teacher Education					1			1
Law (LL.B., J.D.)	3							3
Library Science/Librarianship			2					2
Management Information Systems and Business Data Process					2	1		3
Mathematics Teacher Education					1			1
Mechanical Engineering					1			1
Medical Administrative Assistant/Secretary							1	1
Medical Records Tech / Technician						1		1
Medical Transcription							1	1
Medicine (M.D.)	9							9
Music Teacher Education					2			2

Program	First Professional	Doctoral Degree	Master's Degree	Work Experience plus degree	Bachelor's Degree	Associate's Degree	Postsecondary Vocational Training	Total
Nursing (R.N. Training)						24		24
Nursing Science (Post-RN)						1		1
Nursing, Other						4		4
Occupational Therapy					1			1
Organizational Behavior Studies					1			1
Osteopathic Medicine (D.O.)	1							1
Paralegal/Legal Assistant						1		1
Pharmacy (B. Pharm., Pharm., D)	2							2
Physical Education Teaching and Coaching					5			5
Physical Therapy			3					3
Physical Therapy Assistant						2		2
Physician Assistant					1			1
Practical Nurse (LPN Training)							14	14
Psychology, General			2					2
Public Administration				2				2
Purchasing, Procurement and Contracts Management					2			2
Reading Teacher Education					3			3
Respiratory Therapy Technician						1		1
Science Teacher Education, General					1			1
Secondary Teacher Education					3			3
Social Studies Teacher Education					1			1
Special Education, General					2			2
Speech-Language Pathology and Audiology			1					1
Teacher Education, Specific Academic and Vocational Programs					1			1
Technology Teacher Education/Industrial Arts Teacher Ed					1			1
Trade and Industrial Teacher Education (Vocational)					1			1
Travel Services Marketing Operations							1	1
TOTAL	17	0	14	52	107	40	36	**266**

Work Skills Projection

In this section we use the VEC's occupational employment projections for the Danville MSA, in combination with occupational skills profiles developed by ACT,[1] to identify the skill sets that will be required to fill projected annual job openings within the region. The skills categories addressed in this analysis are Applied Mathematics, Applied Technology, Listening, Locating Information, Observation, Reading for Information, Teamwork, and Writing. A description of each category, the skills levels associated with it, and the proportion of projected annual job openings that fall within each skill level follow.

Applied Mathematics

The *Applied Mathematics* assessment measures a person's skill in using mathematical reasoning to solve work-related problems. ACT defines the skills levels associated with this category as follows.

Level 3:

- Perform basic mathematical operations using whole numbers and decimals.

- Convert a number from one form into another using whole numbers, fractions, decimals, or percentages.

- Solve problems that are straightforward, involving a single type of mathematical operation.

- Translate easily from a verbal setup to a mathematical equation when all the information needed to solve the problem is provided in logical order and no unrelated information is included.

Level 4 (in addition to requirements for previous levels):

- Perform one or two mathematical operations using several positive or negative numbers.

- Add commonly known fractions, decimals, or percentages, or add three fractions that share a common denominator.

- Calculate averages, simple ratios, proportions, and rates, using whole numbers and decimals.

- Reorder verbal information before performing calculations.

- Determine which operations to perform and in what order.

- Read a simple chart or graph to obtain the information needed to solve a problem.

Level 5 (in addition to requirements for previous levels):

- Look up and calculate single-step conversions within English or non-English systems of measurement or between systems of measurement.

- Calculate using mixed units and several steps of logic.

- Calculate perimeters and areas of basic shapes.

- Calculate percentage discounts and markups.

- Determine what information, calculations, and unit conversions are needed to find a solution.
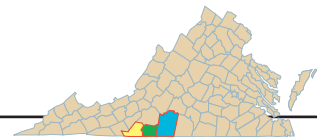
Level 6 (in addition to requirements for previous levels):

- Calculate using negative numbers, fractions, ratios, percentages, and mixed numbers.

- Calculate multiple rates for comparison or use in other calculations.

- Find basic areas and volumes of rectangular solids.

- Identify and correct errors in calculations.

- Solve problems involving considerable setup and multiple-step calculations or conversions.

**Level 7 (in addition to requirements for previous levels):**

- Calculate using multiple steps of logic.

- Calculate multiple areas and the volumes of spheres, cylinders, and cones.

- Solve problems with more than one unknown.

- Solve problems involving nonlinear functions, such as rates of change.

- Calculate by applying basic statistical concepts.

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[1] The occupational skills profiles used in this analysis were provided by ACT. ACT is an independent, non-profit organization that specializes in research and assessment related to education and work. These profiles are based on actual ACT *WorkKeys* assessments of thousands of employed individuals nationally. They represent the most comprehensive and current measure of the work skills required for specific occupations.

- Derive information needed to solve problems if incomplete or implicit information is presented.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Applied Mathematics* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 4 *Applied Mathematics* skills. It is important to note, however, that between 1998 and 2008, the proportion of jobs requiring Level 4 and Level 5 *Applied Mathematics* is expected to increase.
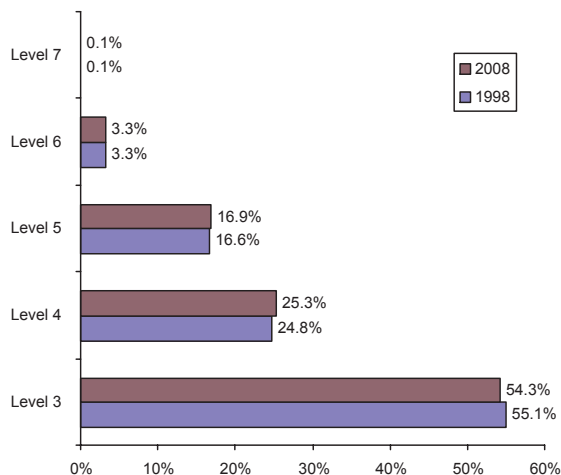
Proportion of Jobs in the Danville MSA by Required Skill Level – Applied Mathematics
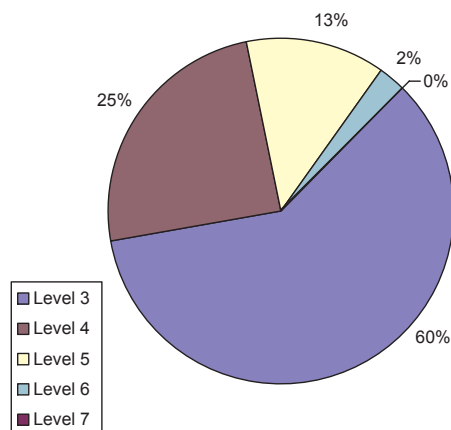
Annual Openings in the Danville MSA by Required Skill Level – Applied Mathematics

Applied Technology

The *Applied Technology* assessment measures a

person's skill in using the basic principles of mechanics, electricity, fluid dynamics, and thermodynamics to solve problems with machines, equipment, and structures found in the workplace. ACT defines the skills levels associated with this category as follows.

Level 3:

- Understand the operation of basic hand tools, simple machine components, and uncomplicated systems, such as piping systems, simple electrical heaters, or other equipment found in the home, school, or workplace.

- Apply elementary principles underlying the operation of physical systems, such as the workings of plumbing components or simple electrical systems.

Level 4 (in addition to requirements for previous levels):

- Understand the operation of moderately complex tools, machines, and systems, such as appliances, pulley-driven equipment, or piping systems that carry more than one fluid.

- Apply elementary principles underlying the operation of physical systems, such as a block and tackle or cooling fins.

Level 5 (in addition to requirements for previous levels):

- Use the basic principles of mechanics, electricity, thermodynamics, and fluid dynamics in moderate and advanced applications.

- Understand complex machines and systems, such as the operation of gasoline engines, complex appliances, or an electrical system in a building.

Level 6 (in addition to requirements for previous levels):

- Use principles of mechanics, electricity, thermodynamics, and fluid dynamics interacting in advanced applications such as air conditioning units.

- Troubleshoot complex systems in which a variety of mechanical, electrical, thermal, or flow faults are potential sources of difficult problems.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Applied Technology* skills level, as determined by the ACT

occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 3 *Applied Technology* skills. The large "Not Profiled" proportion indicates that ACT has not profiled many of these occupations with respect to *Applied Technology* skills.   As a result, it is not possible to include them in the analysis.
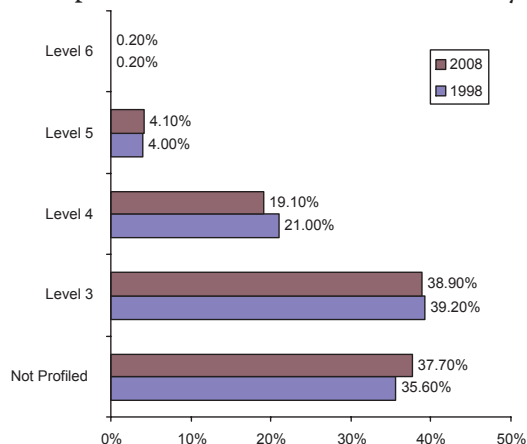
Proportion of Jobs in the Danville MSA by Required Skill Level – Applied Technology
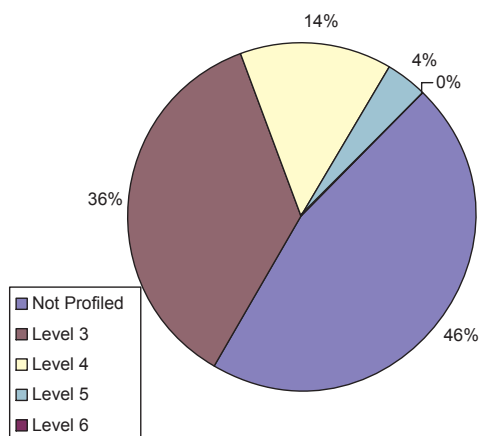
Annual Openings in the Danville MSA by Required Skill Level – Applied Technology

Listening

The *Listening* portion of the *Listening* and *Writing* assessment measures a person's skill in listening to and conveying information. ACT defines the skills levels associated with this category as follows.

Level 1:

- Write down a small amount of useful information based on a spoken communication.

- Give clues to the gist of the situation or provide sources of further information, but do not include enough information to give the receiver a correct understanding of the situation described in the message.

Level 2 (in addition to requirements for previous levels):

- Correctly write down the basic ideas of a spoken message.

- Give a fair amount of useful information, but may miss some of the important details or incorrectly record some of the information.

Level 3 (in addition to requirements for previous levels):

- Listen to a spoken communication and record messages that are basically correct.

- Present all the primary details and the relationships among them correctly, but may miss one or two pieces of important information.
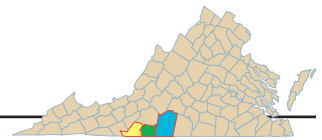
Level 4 (in addition to requirements for previous levels):

- Accurately convey the central idea of a spoken communication.

- Correctly record all the important information and the relationships among pieces of information, but may miss or incorrectly record some details or include irrelevant information.

Level 5 (in addition to requirements for previous levels):

- Correctly record all the important information and the relationships among pieces of information from a spoken communication.

- Use supporting details to convey insight into the particular situation the message involves.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Listening* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar

breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 3 and Level 4 *Listening* skills.
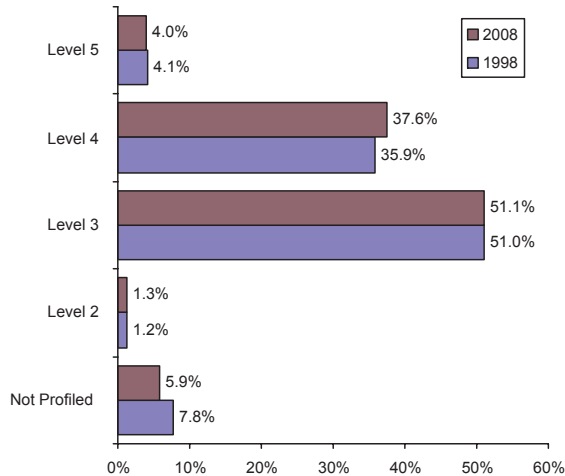
Proportion of Jobs in the Danville MSA by Required Skill Level – Listening
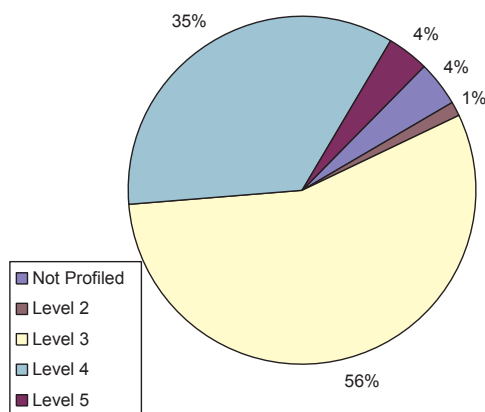
Annual Openings in the Danville MSA by Required Skill Level – Listening

Locating Information

The *Locating Information* assessment measures a person's skill in using workplace graphics such as diagrams, floor plans, tables, charts, graphs, forms, and instrument gauges. ACT defines the skills levels associated with this category as follows.

Level 3:

- Find one or two pieces of information in a graphic.
- Fill in one or two pieces of information that are missing from a graphic.

Level 4 (in addition to requirements for previous levels):

- Find several pieces of information in graphics.
- Summarize and/or compare information and trends in a single graphic.
- Summarize and/or compare information and trends among more than one graphic by determining the relationships among the graphics.

Level 5 (in addition to requirements for previous levels):

- Summarize and/or compare information and trends in a single graphic.
- Sort through distracting information to summarize and/or compare information and trends presented in more than one workplace graphic.

Level 6 (in addition to requirements for previous levels):

- Draw conclusions from the information presented in very detailed graphics.
- Apply information from these types of graphics to specific situations.
- Analyze data within these types of graphics to make decisions and/or predictions requiring judgments based on the information presented.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Locating Information* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 4 *Locating Information* skills and that the proportion of jobs requiring this skill level is expected to increase between 1998 and 2008.
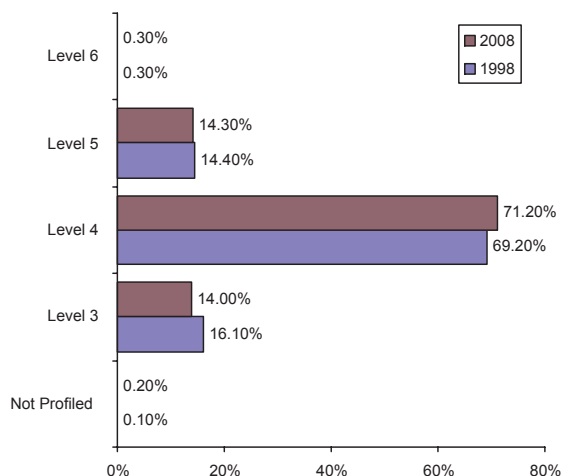
Proportion of Jobs in the Danville MSA by Required Skill Level – Locating Information
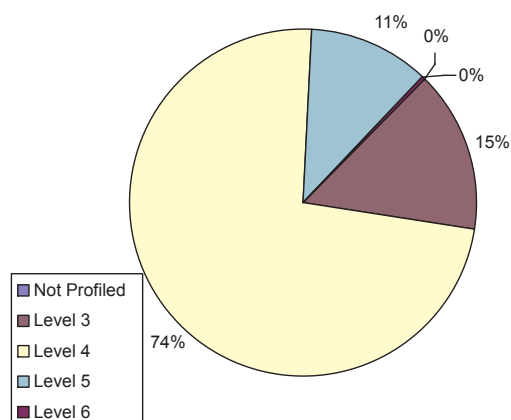
Annual Openings in the Danville MSA by Required Skill Level – Locating Information

Observation

The *Observation* assessment measures a person's skill at noticing details and paying attention to instructions and demonstrations.   The following is a description of the skills levels associated with this area.

Level 3:

- Pay attention.
- Watch and listen to a strongly cued demonstration or set of instructions.
- Recall a few strongly reinforced details of a process or procedure.

Level 4:

- Sustain focused attention on the demonstrated instructions, process, or procedures.
- Select and attend to important details.
- Recall a few important, moderately reinforced details about the demonstrated process or procedure.
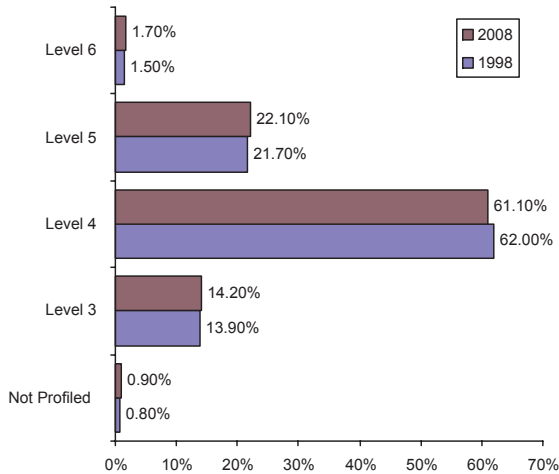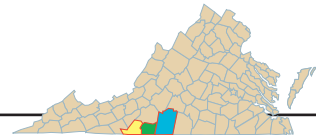
Level 5:

- Focus attention on and recall several important aspects of the information presented.
- Ignore irrelevant background information through selective attention to important details.
- Maintain attention to detail.
- Recall several important details about unfamiliar material.

Level 6:

- Notice and remember several details that are relevant to the process or procedure being shown.
- Take in and recall incoming sensory information so it can be used to make predictions, comparisons, or evaluations.
- Visualize how a detail or task fits into the entire process or procedure demonstrated.
- Interpret if-then and cause-effect relationships.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Observation* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 4 *Observation* skills.

Proportion of Jobs in the Danville MSA by Required Skill Level – Observation
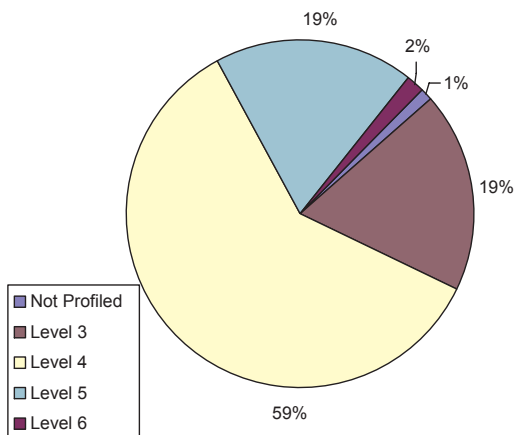
Annual Openings in the Danville MSA by Required Skill Level – Observation

Reading for Information

The *Reading for Information* assessment measures a person's skill in reading and using work-related information including instructions, policies, memos, bulletins, notices, letters, manuals, and governmental regulations. ACT defines the skills levels associated with this category as follows.

Level 3:

- Identify uncomplicated key concepts and simple details.

- Recognize the proper placement of a step in a sequence of events, or the proper time to perform a task.

- Identify the meaning of a word that is defined within the document.

- Identify the meaning of a simple word that is not defined within the document.

- Recognize the application of instructions given in the document to situations that are also described in the document.

Level 4:

- Identify important details that are less obvious than those in Level 3.

- Recognize the application of more complex instructions, some of which involve several steps, to described situations.

- Recognize cause-effect relationships.

- Determine the meaning of words that are not defined in the document.

Level 5:

- Identify the paraphrased definition of a technical term or jargon that is defined in the document.

- Recognize the application of technical terms or jargon to stated situations.

- Recognize the definition of an acronym that is defined in the document.

- Identify the appropriate definition of a word with multiple meanings.

- Recognize the application of instructions from the document to new situations that are similar to those described in the document.

- Recognize the application of more complex instructions to described situations, including conditionals and procedures with multiple steps.

Level 6:

- Recognize the application of jargon or technical terms to new situations.

- Recognize the application of complex instructions to new situations.

- Recognize, from context, the less common meaning of a word with multiple meanings.

- Generalize from the document situations not described in the document.

- Identify implied details.

- Explain the rationale behind a procedure, policy, or communication.

- Generalize from the document to a somewhat similar situation.
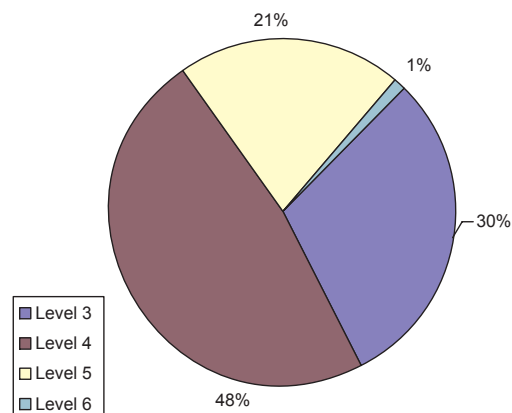
Level 7:

- Recognize the definitions of difficult, uncommon jargon or technical terms, based on the context of the reading materials.

- Figure out the general principles underlying described situations and apply them to situations neither described in nor completely similar to those in the document.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Reading for Information* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 4 *Reading for Information* skills. It is important to note, however, that the percentage of jobs requiring both Level 4 and Level 5 skills is expected to increase between 1998 and 2008. While the percentage of jobs requiring Level 3 skills is expected to decline.
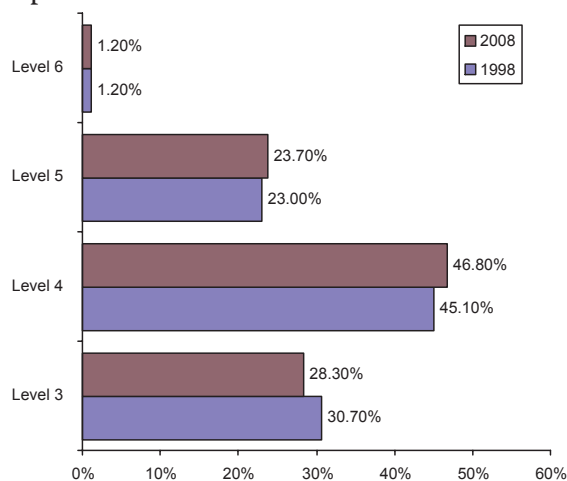
Proportion of Jobs in the Danville MSA by Required Skill Level – Reading for Information

Annual Openings in the Danville MSA by Required Skill Level – Reading for Information

Teamwork

The *Teamwork* assessment measures a person's skill in choosing behaviors and/or actions that simultaneously support relationships within a team and lead toward the accomplishment of work tasks. The following is a description of the skills levels associated with this area.

Level 3:

- Identify team goals and ways to work with other team members to accomplish team goals.

- Recognize that a team is having problems finishing a task and identify the cause of those problems.

- Choose actions that actively support the ideas other team members have for accomplishing team goals.

- Recognize the need for trust and dependability in a team environment.

Level 4:

- Identify the organization of tasks and the time schedule that would help the team reach goals efficiently, creatively, and effectively.

- Select approaches that accept direction from other team members in order to complete tasks and to build and keep up good team relations.

- Identify behaviors that show appreciation for the personal and professional qualities of other team members and respect for their diversity.

- Recognize the need for commitment to quality and sensitivity to customers while pursuing the team goal.

Level 5:

- Identify courses of action that give direction to other team members.

- Determine the best use of team talents to accomplish goals.

- Choose approaches that encourage other team members to improve relationships and/or complete tasks.

- Consider and evaluate the possible effects of alternative behaviors on both team relationships and the completion of tasks.

Level 6:

- Identify the focus of team activity and select a new focus if that would help the team meet its goals more effectively.

- Select approaches that show a willingness to give and take direction, as needed, to further team goals (e.g., recognize the organization of team members' tasks that would best serve the larger goals of the team).

- Choose approaches that encourage a team to act as a unit and reach agreement when discussing specific issues.

- Identify actions that would help manage differences of opinion between team members, moving the team toward its goals while valuing and supporting individual diversity.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Teamwork* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 4 *Teamwork* skills. Also, between 1998 and 2008 it is expected that there will be a slight shift away from jobs requiring Level 3 skills and toward jobs requiring Level 4 skills.

Proportion of Jobs In the Danville MSA by Required Skill Level – Teamwork

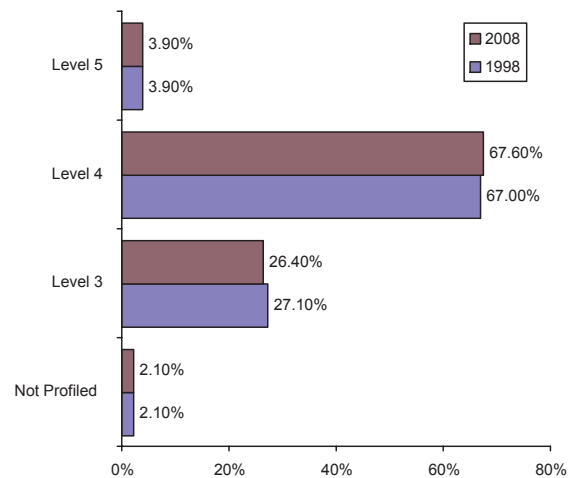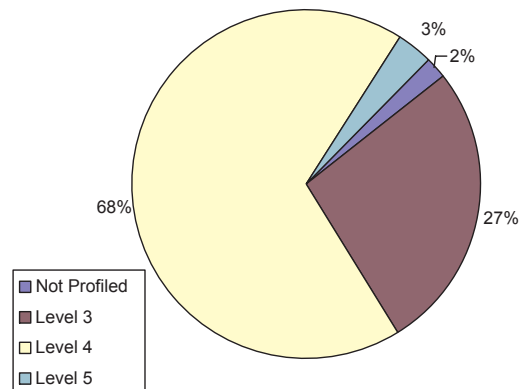*Annual Openings in the Danville MSA by Required Skill Level – Teamwork*

Writing

The *Writing* portion of the *Listening* and *Writing* assessment measures a person's skill in writing work-related messages. ACT defines the skills levels associated with this category as follows.

Level 1:

- Write messages in English that contain a large number of major grammatical, punctuation, spelling, and/or other mechanical errors making the messages very unclear and inconsistent with standard business English.

Level 2:

- Write messages that are generally understandable, but contain many errors in grammar, punctuation, and/or sentence structure making these messages somewhat difficult to comprehend.

Level 3:

- Write messages that are clear, but may include some incomplete sentences and/or errors in grammar and punctuation.

Level 4:

- Write messages that are clear and generally consistent with standard business English, but may contain a few minor errors in grammar and punctuation, and/or the writing style may lack clear organization and appropriate transitions.

Level 5:

- Write messages that are clear and highly consistent with standard business English.

- Use good sentence structure with a smooth, logical style and no mechanical errors.

The following figure details the percentage of overall jobs in the Danville MSA in 1998 and 2008 by required *Writing* skills level, as determined by the ACT occupation skills profiles. The second figure provides a similar breakdown for projected annual job openings between 1998 and 2008. These data show that the majority of jobs will require workers with Level 3 *Writing* skills. Between 1998 and 2008, however, there will be a decrease in the percentage of jobs requiring Level 2 skills and an increase in the percentage requiring Level 4 skills.
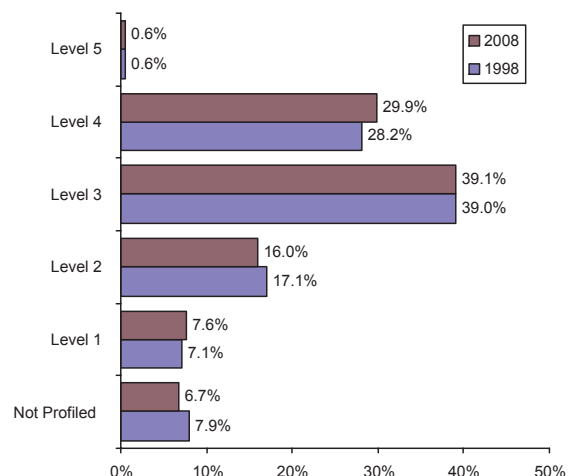
Proportion of Jobs In the Danville MSA by Required Skill Level – Writing
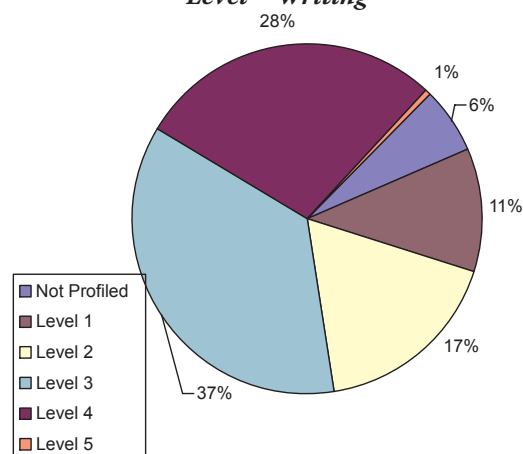
Annual Openings in the Danville MSA by Required Skill Level – Writing

Graduate Data

As a compliment to the prior two sections which detailed the likely demand for skilled workers in the region, this section provides data on the current supply of graduates within WIA XVII. These data reflect number of graduates, by institution, and by academic program for the 2002-2003 academic year.[1]

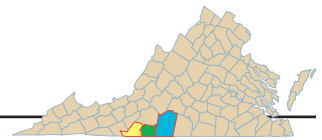| Institution	Program (CIP Code)	Cert. <1 yr.	Cert. >1 <2 yr.	Assoc.	BA	1st Prof.	MA	PH.D.
Averett College	Equestrian/Equine Studies, Horse Management and Training (01.0507)	0	0	0	1	0	0	0
Averett College	Environmental Science/Studies (03.0102)	0	0	0	1	0	0	0
Averett College	Curriculum and Instruction (13.0301)	0	0	0	0	0	2	0
Averett College	Teacher Education, Multiple Levels (13.1206)	0	0	0	23	0	0	0
Averett College	Junior High/Intermediate/Middle School Teacher Education (13.1203)	0	0	0	0	0	1	0
Averett College	Elementary Teacher Education (13.1202)	0	0	0	0	0	3	0
Averett College	Special Education, General (13.1001)	0	0	0	0	0	1	0
Averett College	Reading Teacher Education (13.1315)	0	0	0	0	0	1	0
Averett College	Physical Education Teaching and Coaching (13.1314)	0	0	0	3	0	3	0
Averett College	Art Teacher Education (13.1302)	0	0	0	1	0	0	0
Averett College	English Language and Literature, General (23.0101)	0	0	0	5	0	0	0
Averett College	Liberal Arts and Sciences/Liberal Studies (24.0101)	0	0	0	2	0	0	0
Averett College	Biology, General (26.0101)	0	0	0	1	0	0	0
Averett College	Mathematics (27.0101)	0	0	0	1	0	0	0
Averett College	Biological and Physical Sciences (30.0101)	0	0	0	1	0	0	0
Averett College	Mathematics and Computer Science (30.0801)	0	0	0	6	0	0	0
Averett College	Athletic Training and Sports Medicine (31.0503)	0	0	0	1	0	0	0
Averett College	Sport and Fitness Administration/Management (31.0504)	0	0	0	5	0	0	0
Averett College	Health and Physical Education, General (31.0501)	0	0	0	5	0	0	0
Averett College	Health and Physical Education/Fitness, Other (31.0599)	0	0	0	7	0	0	0
Averett College	Religion/Religious Studies (38.0201)	0	0	0	1	0	0	0
Averett College	Physiological Psychology/Psychobiology (42.1101)	0	0	0	3	0	0	0

1 Source: State Council of Higher Education for Virginia, Research Report C1, Completion Summary. Where data for 2002-2003 were not available, 2001-2002 data have been used.

Institution	Program (CIP Code)	Cert. <1 yr.	Cert. >1 <2 yr.	Assoc.	BA	1st Prof.	MA	PH.D.
Averett College	Clinical Psychology (42.0201)	0	0	0	8	0	0	0
Averett College	Criminal Justice/Law Enforcement Administration (43.0103)	0	0	0	9	0	0	0
Averett College	Sociology (45.1101)	0	0	0	4	0	0	0
Averett College	History, General (45.0801)	0	0	0	3	0	0	0
Averett College	Political Science, General (45.1001)	0	0	0	3	0	0	0
Averett College	Social Sciences, General (45.0101)	0	0	0	1	0	0	0
Averett College	Air Traffic Controller (49.0105)	0	0	0	1	0	0	0
Averett College	Aviation Management (49.0104)	0	0	0	2	0	0	0
Averett College	Drama/Theater Literature, History and Criticism (50.0505)	0	0	0	1	0	0	0
Averett College	Drama/Theater Arts, General (50.0501)	0	0	0	1	0	0	0
Averett College	Art, General (50.0701)	0	0	0	3	0	0	0
Averett College	Pre-Medicine Studies (51.1102)	0	0	0	4	0	0	0
Averett College	Business Marketing and Marketing Management (52.1401)	0	0	0	9	0	0	0
Averett College	Management Science (52.1301)	0	0	0	11	0	0	0
Averett College	Business Administration and Management, General (52.0201)	0	0	61	181	0	194	0
Averett College	Accounting (52.0301)	0	0	0	9	0	0	0
Danville CC	Special Education, Other (13.1099)	0	0	21	0	0	0	0
Danville CC	Engineering-Related Technol./Technicians, Other (15.9999)	0	0	9	0	0	0	0
Danville CC	Environmental Control Technol./Technicians, Other (15.0599)	0	9	0	0	0	0	0
Danville CC	Electrical and Electronic Engin.-Related Technol./Technicians, Other (15.0399)	0	34	0	0	0	0	0
Danville CC	Mechanical Engineering-Related Technol./Technicians, Other (15.0899)	0	24	0	0	0	0	0
Danville CC	Industrial Production Technol./Technicians, Other (15.0699)	0	2	0	0	0	0	0
Danville CC	Industrial/Manufacturing Tech./Technician (15.0603)	0	0	2	0	0	0	0
Danville CC	Liberal Art and Sciences, General Studies and Humanities, Other (24.0199)	0	0	72	0	0	0	0
Danville CC	Protective Services, Other (43.9999)	0	0	25	0	0	0	0
Danville CC	Vehicle and Mobile Equipment Mechanics and Repairers, Other (47.0699)	0	19	0	0	0	0	0

Institution	Program (CIP Code)	Cert. <1 yr.	Cert. >1 <2 yr.	Assoc.	BA	1st Prof.	MA	PH.D.
Danville CC	Graphic and Printing Equipment Operator, General (48.0201)	0	8	0	0	0	0	0
Danville CC	Nursing (R.N. Training) (51.1601)	0	46	0	0	0	0	0
Danville CC	Mental Health Services, Other (51.1599)	231	0	0	0	0	0	0
Danville CC	Management Information Systems and Business Data Processing, General (52.1201)	0	0	40	0	0	0	0
Danville CC	Administrative Assistant/Secretarial Science, General (52.0401)	0	4	20	0	0	0	0
Danville CC	Business, General (52.0101)	0	0	37	0	0	0	0
Patrick Henry CC	Special Education, Other (13.1099)	0	13	0	0	0	0	0
Patrick Henry CC	Architectural Engineering Tech./Technician (15.0101)	0	2	0	0	0	0	0
Patrick Henry CC	Electrical and Electronic Engin.-Related Technol./Technicians, Other (15.0399)	0	0	18	0	0	0	0
Patrick Henry CC	Environmental Control Technol./Technicians, Other (15.0599)	0	1	0	0	0	0	0
Patrick Henry CC	Industrial/Manufacturing Tech./Technician (15.0603)	0	0	37	0	0	0	0
Patrick Henry CC	Industrial Production Technol./Technicians, Other (15.0699)	0	1	0	0	0	0	0
Patrick Henry CC	Mechanical Engineering-Related Technol./Technicians, Other (15.0899)	0	7	0	0	0	0	0
Patrick Henry CC	Engineering-Related Technol./Technicians, Other (15.9999)	0	0	9	0	0	0	0
Patrick Henry CC	Liberal Art and Sciences, General Studies and Humanities, Other (24.0199)	0	0	100	0	0	0	0
Patrick Henry CC	Protective Services, Other (43.9999)	0	0	21	0	0	0	0
Patrick Henry CC	Graphic and Printing Equipment Operator, General (48.0201)	0	5	0	0	0	0	0
Patrick Henry CC	Mental Health Services, Other (51.1599)	184	0	0	0	0	0	0
Patrick Henry CC	Nursing (R.N. Training) (51.1601)	0	0	14	0	0	0	0
Patrick Henry CC	Management Information Systems and Business Data Processing, General (52.1201)	0	0	20	0	0	0	0
Patrick Henry CC	Business, General (52.0101)	0	40	31	0	0	0	0
Patrick Henry CC	Administrative Assistant/Secretarial Science, General (52.0401)	0	17	7	0	0	0	0

WIA XVII Training Providers List

Provider Name	Contact Information	List of Programs/Courses
Allens Beauty School	1314 South Memorial Blvd. Martinsville VA 24112 Phone: 276-632-4261	Cosmetology
Artistic Beauty College	205 Jamerson Road Sherwood Shopping Center Danville VA 24540 Phone: 434-793-9860	Cosmetology Nail Technician
Computer Learning Center	P. O. Box 301 Bassett VA 24055 Phone: 276-629-1050	A+ Certification Business Applications Computer Programming Computer Tech.Desktop Publishing MOUS Certification
Danny Wards Horseshoeing School	51 Ward Road Martinsville VA 24112 Phone: 276-638-7908 Email: dannyward@ntelos.net	Horseshoeing/Farrier Blacksmith
Danville Community College	1008 South Main Street Danville VA 24541 Phone: 434-797-2222	College Courses
Danville Public Schools	22 Baltimore Ave.Danville VA 24541Phone: 434-799-6471	Adult Education High School Diploma & GED Testing
Danville Regional Medical Center School of Nursing	142 South Main Street Danville VA 24541 Phone: 804-799-4510 Email: herndonc@drmc.drhsi.org Web: www.danvilleregional.org	Registered Nursing
DDC Applied Technology and Wireless Technical Institute	101 Cleveland Ave. - Suite D Martinsville VA 24112 Phone: 276-666-8015	Computer Technology
Dickerson Beauty Academy	609 Keen Street Danville VA 24540 Phone: 434-793-0558	Cosmetology
Henry County Public Schools - Center for Cummunity Learning	200 Cleveland Avenue Martinsville VA 24112 Phone: 276-666-4660 Web: www.henry.k12.va.us	Adult Education
Miracle University	925 North Memorial Blvd. Martinsville VA 24112 Phone: 276-638-6341	Barbering Cosmetology

WIA XVII Training Providers List
(continued)

Provider Name	Contact Information	List of Programs/Courses
National College of Business and Technology	734 Main Street Danville VA 24541 Phone: 434-793-6822	Accounting Administrative Office Specialist Business Administration Business Administration Accounting Business Administration Management Computer Applications Technology Computerized Office Applications Medical Assisting Medical Billing and Coding Medical Transcription Pharmacy Technician
National College of Business and Technology	P. O. Box 232 Martinsville VA 24112 Phone: 276-632-5621	Accounting Administrative Office Specialist Business Management Computerized Office Applications Medical Billing and Coding Pharmacy Technician

WIA XVII Training Providers List
(continued)

Provider Name	Contact Information	List of Programs/Courses
Patrick Henry Community College	Box 5311 Martinsville VA 24115 Phone: 540-483-3368 Email: phwhitj@ph.cc.va.us Web: www.ph.cc.va.us	Accounting Administration of Justice Administrative Support Technician Air Conditioning and Heating/Electrical Allied Health Automotive Technician Bookkeeping Building Trades Technology Business Management CADD Certified Nursing Aide Clerical Studies College Courses Computer Programming E-Commerce Management Early Childhood Development Education Assisting Electricity General Engineering General Studies Graphic Art & Web Page Design HVAC Industrial Controls Industrial Electronics IST Management Assisting Massage Therapy Medical Bill and Coding Medical Transcription Microcomputer Specialist Motor Sports Engines Technology Motorsports Fabrication Motorsports Management Nursing Office Services Assistant Paralegal PC Hardware and Troubleshooting Pharmacy Technician Plumbing Small Business Management Telecomunications Welding
Pittsylvania County Schools	P. O. Box 23239 Bank Street S. E. Chatham VA 24531 Phone: 434-432-2761	Adult Education High School Diploma & GED Testing English to Speakers of Other Languages Vocational Technical Short Courses
Richmond Technical Center	2020 Westwood Avenue Richmond VA 23230 Phone: 804-780-6237 Email: Jbrown3@richmond.k12.va.us Web: www.richmond.k12.va.us	Certified Nursing Assistance Computer Training Licensed Practical Nursing Trade & Industry

WIA XVII

WIA XVII Training Providers List
(continued)

| Provider Name	Contact Information	List of Programs/Courses
Stepping Stone Beauty Academy	609 Church Street Danville VA 24540 Phone: 434-792-7711	Cosmetology
Ultimate Performance School	324 Memorial Blvd. Martinsville VA 24112 Phone: 276-666-4472	Cosmetology

V. Summary and Conclusion

Population trends in WIA XVII, as in other parts of the United States, are currently dominated by the aging of the baby-boom generation. Between 2000 and 2010 this demographic phenomena will cause a major increase in the 55 and over population within the region. Population loss within the region will further exacerbate this trend, leading to an overall "graying" of the population.

One implication of this is that younger entry-level workers will be in short supply. This should elevate the importance of workforce services in facilitating the efficient and effective use of existing labor resources by getting younger trained workers into the workforce, and retraining or upgrading the skills of older displaced workers.

Another significant trend within WIA XVII has to do with continued softening in Manufacturing employment (by far the largest employment sector in the local economy), coupled with increasing employment in Services (especially health care and education) and Retail Trade.

One implication of this shift is likely to be downward pressure on wages. Whereas Manufacturing comprised the 8th highest wage sector in the local economy, Retail Trade ranks 19th, Education 14th, and Health 10th.

Finally, it is important to note the likely effect that a shift away from Manufacturing and toward Services and Retail Trade will have on the occupation-driven demand for training and worker skills. As demonstrated in this report, it can be anticipated that employment increases in the Service sector – specifically, health care and education – are likely to account for much of the demand for trained workers between 1998 and 2008.   These employment increases are also likely to place upward pressure on required worker skills in listening, locating information, observation, reading for information, and writing.

WIA XVII
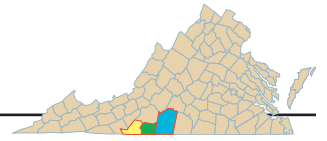
Average Weekly Wage

Henry County

INDUSTRY SECTOR	2002 ($)
****TOTAL****	$502
AGRICULTURE	$481
MINING	D
UTILITIES	D
CONSTRUCTION	$487
MANUFACTURING	$524
TRADE-WHOLESALE	$684
TRADE-RETAIL	$345
TRANSPORTATION	$603
INFORMATION	$500
FINANCE/INSURNC	$502
REAL ESTATE	$469
PROF/TECH SERV	$1,029
MANAGMNT OF COS	D
ADMIN/WASTE SER	$329
EDUCATIONAL SER	D
HEALTH CARE	$410
ARTS/ENTER/REC	$448
ACCOMMDATN/FOOD	$185
OTHER SERVICES	$408
GOVT TOTAL	$558
GOVT FEDERAL	$720
GOVT STATE	$643
GOVT LOCAL	$530
UNCLASSIFIED	$1,103

Patrick County

INDUSTRY SECTOR	2002 ($)
****TOTAL****	$429
AGRICULTURE	$372
MINING	D
UTILITIES	D
CONSTRUCTION	$401
MANUFACTURING	$465
TRADE-WHOLESALE	$577
TRADE-RETAIL	$282
TRANSPORTATION	$460
INFORMATION	$437
FINANCE/INSURNC	$453
REAL ESTATE	$345
PROF/TECH SERV	$422
MANAGMNT OF COS	D
ADMIN/WASTE SER	$385
EDUCATIONAL SER	D
HEALTH CARE	$417
ARTS/ENTER/REC	$903
ACCOMMDATN/FOOD	$183
OTHER SERVICES	$341
GOVT TOTAL	$427
GOVT FEDERAL	$601
GOVT STATE	$440
GOVT LOCAL	$413
UNCLASSIFIED	$0

"D" indicates nondisclosed data.
Source: Covered Employment and Wage data, Annualized 2002.

Average Weekly Wage

Pittsylvania County

INDUSTRY SECTOR	2002 ($)
****TOTAL****	$560
AGRICULTURE	$340
MINING	D
UTILITIES	D
CONSTRUCTION	$460
MANUFACTURING	$750
TRADE-WHOLESALE	$441
TRADE-RETAIL	$307
TRANSPORTATION	$509
INFORMATION	$517
FINANCE/INSURNC	$559
REAL ESTATE	$257
PROF/TECH SERV	$623
MANAGMNT OF COS	D
ADMIN/WASTE SER	$330
EDUCATIONAL SER	$474
HEALTH CARE	$394
ARTS/ENTER/REC	$251
ACCOMMDATN/FOOD	$174
OTHER SERVICES	$358
GOVT TOTAL	$537
GOVT FEDERAL	$629
GOVT STATE	$608
GOVT LOCAL	$524
UNCLASSIFIED	$0

Danville city

INDUSTRY SECTOR	2002 ($)
****TOTAL****	$468
AGRICULTURE	D
MINING	D
UTILITIES	D
CONSTRUCTION	$451
MANUFACTURING	$515
TRADE-WHOLESALE	$599
TRADE-RETAIL	$339
TRANSPORTATION	$548
INFORMATION	$645
FINANCE/INSURNC	$523
REAL ESTATE	$365
PROF/TECH SERV	$580
MANAGMNT OF COS	D
ADMIN/WASTE SER	$361
EDUCATIONAL SER	$431
HEALTH CARE	$581
ARTS/ENTER/REC	$208
ACCOMMDATN/FOOD	$209
OTHER SERVICES	$344
GOVT TOTAL	$563
GOVT FEDERAL	$917
GOVT STATE	$561
GOVT LOCAL	$545
UNCLASSIFIED	$0

"D" indicates nondisclosed data.
Source: Covered Employment and Wage data, Annualized 2002.

WIA XVII
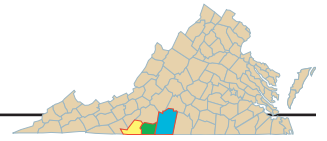
Average Weekly Wage

Martinsville city

INDUSTRY SECTOR	2002 ($)
****TOTAL****	$460
AGRICULTURE	D
MINING	D
UTILITIES	D
CONSTRUCTION	$490
MANUFACTURING	$532
TRADE-WHOLESALE	$742
TRADE-RETAIL	$311
TRANSPORTATION	$378
INFORMATION	$744
FINANCE/INSURNC	$776
REAL ESTATE	$342
PROF/TECH SERV	$827
MANAGMNT OF COS	$900
ADMIN/WASTE SER	$252
EDUCATIONAL SER	D
HEALTH CARE	$642
ARTS/ENTER/REC	$153
ACCOMMDATN/FOOD	$196
OTHER SERVICES	$254
GOVT TOTAL	$552
GOVT FEDERAL	$847
GOVT STATE	$612
GOVT LOCAL	$524
UNCLASSIFIED	$0

"D" indicates nondisclosed data.
Source: Covered Employment and Wage data, Annualized 2002.

Unemployment Rate Trends

Henry County

Year	Rate
2002	13.3
2001	8.6
2000	7.4
1999	6.4
1998	3.9

Year	Rate
1997	4.0
1996	7.1
1995	8.4
1994	7.9
1993	5.6

Patrick County

Year	Rate
2002	12.1
2001	8.3
2000	4.9
1999	5.5
1998	4.3

Year	Rate
1997	3.8
1996	5.0
1995	6.5
1994	4.5
1993	3.7

Pittsylvania County

Year	Rate
2002	7.9
2001	7.8
2000	4.0
1999	5.9
1998	5.2

Year	Rate
1997	5.7
1996	6.6
1995	8.5
1994	7.0
1993	5.6

Danville city

Year	Rate
2002	9.5
2001	9.2
2000	5.5
1999	6.6
1998	6.0

Year	Rate
1997	7.4
1996	8.4
1995	8.2
1994	8.6
1993	8.3

Martinsville city

Year	Rate
2002	16.1
2001	11.2
2000	12.2
1999	10.0
1998	5.4

Year	Rate
1997	5.3
1996	8.4
1995	9.1
1994	9.7
1993	7.4

Source: Local Area Unemployment Statistics.

WIA XVII
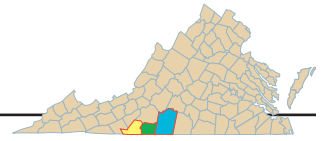
Population by Age

Henry County

	1990	2000	2010	2020	2030
0-14	10,885	10,706	8,416	8,078	8,396
15-24	8,119	6,561	6,686	5,385	5,376
25-34	9,279	7,675	5,633	6,103	5,378
35-44	8,364	9,149	6,704	5,027	5,747
45-54	7,367	8,252	8,658	6,548	5,085
55+	12,928	15,587	18,303	21,259	22,418
Total	56,942	57,930	54,400	52,400	52,400

Patrick County

	1990	2000	2010	2020	2030
0-14	3,111	3,471	3,244	3,334	3,607
15-24	2,358	2,123	2,183	2,140	2,160
25-34	2,536	2,513	2,373	2,426	2,386
35-44	2,490	2,922	2,714	2,455	2,540
45-54	2,280	2,768	2,844	2,627	2,422
55+	4,698	5,610	6,643	7,619	8,084
Total	17,473	19,407	20,000	20,600	21,200

Pittsylvania County

	1990	2000	2010	2020	2030
0-14	11,097	11,557	10,347	10,650	11,224
15-24	7,387	7,120	7,753	6,901	7,115
25-34	8,900	7,443	6,633	7,523	7,013
35-44	8,668	10,322	7,765	6,853	7,794
45-54	6,618	9,492	10,434	7,819	6,835
55+	12,985	15,811	20,468	25,454	26,919
Total	55,655	61,745	63,400	65,200	66,900

Danville city

	1990	2000	2010	2020	2030
0-14	9,940	9,324	7,219	6,954	6,896
15-24	7,081	5,822	5,869	4,843	4,726
25-34	7,643	5,563	4,538	5,040	4,413
35-44	7,308	6,772	4,590	3,855	4,346
45-54	5,420	6,687	6,857	4,922	4,149
55+	15,664	14,243	16,227	19,686	21,070
Total	53,056	48,411	45,300	45,300	45,600

Martinsville city

	1990	2000	2010	2020	2030
0-14	3,024	2,856	2,203	2,062	2,023
15-24	1,931	1,702	1,744	1,372	1,303
25-34	2,367	1,778	1,312	1,421	1,193
35-44	2,217	2,332	1,754	1,292	1,419
45-54	1,717	2,020	2,175	1,653	1,234
55+	4,906	4,728	5,713	6,800	7,428
Total	16,162	15,416	14,900	14,600	14,600

2010 - 2030 data are projections.
Source: Virginia Employment Commission 8/03, U.S. Census Bureau.
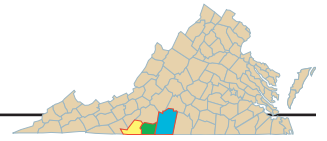
Employment by Industry

Henry County

INDUSTRY SECTOR	2002
****TOTAL****	18,105
AGRICULTURE	73
MINING	D
UTILITIES	D
CONSTRUCTION	701
MANUFACTURING	8,089
TRADE-WHOLESALE	303
TRADE-RETAIL	1,651
TRANSPORTATION	1,433
INFORMATION	223
FINANCE/INSURNC	271
REAL ESTATE	102
PROF/TECH SERV	370
MANAGMNT OF COS	D
ADMIN/WASTE SER	398
EDUCATIONAL SER	D
HEALTH CARE	330
ARTS/ENTER/REC	227
ACCOMMDATN/FOOD	968
OTHER SERVICES	391
GOVT TOTAL	2,320
GOVT FEDERAL	79
GOVT STATE	464
GOVT LOCAL	1,777
UNCLASSIFIED	5

Patrick County

INDUSTRY SECTOR	2002
****TOTAL****	5,237
AGRICULTURE	158
MINING	D
UTILITIES	D
CONSTRUCTION	213
MANUFACTURING	2,211
TRADE-WHOLESALE	107
TRADE-RETAIL	395
TRANSPORTATION	143
INFORMATION	114
FINANCE/INSURNC	81
REAL ESTATE	18
PROF/TECH SERV	61
MANAGMNT OF COS	D
ADMIN/WASTE SER	24
EDUCATIONAL SER	D
HEALTH CARE	532
ARTS/ENTER/REC	65
ACCOMMDATN/FOOD	214
OTHER SERVICES	56
GOVT TOTAL	826
GOVT FEDERAL	51
GOVT STATE	75
GOVT LOCAL	701
UNCLASSIFIED	0

"D" indicates nondisclosed data.
Source: Covered Employment and Wage data, Annualized 2002.

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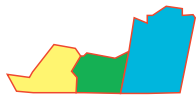# Employment by Industry

Pittsylvania County

INDUSTRY SECTOR	2002
****TOTAL****	16,102
AGRICULTURE	207
MINING	D
UTILITIES	D
CONSTRUCTION	1,647
MANUFACTURING	6,513
TRADE-WHOLESALE	252
TRADE-RETAIL	1,635
TRANSPORTATION	422
INFORMATION	59
FINANCE/INSURNC	157
REAL ESTATE	48
PROF/TECH SERV	152
MANAGMNT OF COS	D
ADMIN/WASTE SER	628
EDUCATIONAL SER	253
HEALTH CARE	633
ARTS/ENTER/REC	71
ACCOMMDATN/FOOD	518
OTHER SERVICES	307
GOVT TOTAL	2,416
GOVT FEDERAL	115
GOVT STATE	242
GOVT LOCAL	2,060
UNCLASSIFIED	0

Danville city

INDUSTRY SECTOR	2002
****TOTAL****	27,982
AGRICULTURE	D
MINING	D
UTILITIES	D
CONSTRUCTION	765
MANUFACTURING	6,489
TRADE-WHOLESALE	639
TRADE-RETAIL	4,287
TRANSPORTATION	206
INFORMATION	334
FINANCE/INSURNC	875
REAL ESTATE	324
PROF/TECH SERV	445
MANAGMNT OF COS	D
ADMIN/WASTE SER	682
EDUCATIONAL SER	614
HEALTH CARE	4,504
ARTS/ENTER/REC	222
ACCOMMDATN/FOOD	2,594
OTHER SERVICES	836
GOVT TOTAL	3,930
GOVT FEDERAL	158
GOVT STATE	832
GOVT LOCAL	2,941
UNCLASSIFIED	0

"D" indicates nondisclosed data.
Source: Covered Employment and Wage data, Annualized 2002.

Employment by Industry

Martinsville city

INDUSTRY SECTOR	2002
****TOTAL****	12,480
AGRICULTURE	D
MINING	D
UTILITIES	D
CONSTRUCTION	212
MANUFACTURING	1,831
TRADE-WHOLESALE	170
TRADE-RETAIL	2,822
TRANSPORTATION	138
INFORMATION	222
FINANCE/INSURNC	308
REAL ESTATE	141
PROF/TECH SERV	311
MANAGMNT OF COS	75
ADMIN/WASTE SER	1,440
EDUCATIONAL SER	D
HEALTH CARE	2,086
ARTS/ENTER/REC	59
ACCOMMDATN/FOOD	689
OTHER SERVICES	355
GOVT TOTAL	1,522
GOVT FEDERAL	73
GOVT STATE	210
GOVT LOCAL	1,239
UNCLASSIFIED	0

"D" indicates nondisclosed data.
Source: Covered Employment and Wage data, Annualized 2002.